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# Implementation and Evaluation of a Social Media Campaign to Promote Cervical Cancer Prevention and Control

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IMPLEMENTATION AND EVALUATION OF A SOCIAL MEDIA CAMPAIGN TO PROMOTE CERVICAL CANCER  
PREVENTION AND CONTROL

By

Kelsie Dirksing

Submitted in Partial Fulfillment  
of the Requirements for  
Graduation with Honors from the  
South Carolina Honors College

May 2016

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## Thesis Summary

Despite the fact that cervical cancer rates have decreased in the past 60 years due to the introduction of the Pap test, human papillomavirus (HPV) testing, and HPV vaccination, the burden of cervical cancer in South Carolina remains a point of concern. Currently, South Carolina ranks 14<sup>th</sup> in both cervical cancer incidence and cervical cancer mortality in the United States. Fortunately, cervical cancer is now a disease that is almost entirely preventable if women are screened and utilize HPV vaccination as recommended. HPV plays a key role in the development of cervical cancer, but HPV vaccination has shown to be effective at preventing most cases. One organization, Cervical Cancer-Free South Carolina (CCFSC), has recognized the importance in reducing the number of women affected by cervical cancer through promotion of preventive practices. CCFSC's efforts focus on increasing participation in cervical cancer screening, increasing adherence to follow-up care of abnormal screening results, increasing rates of HPV vaccination, and seeking additional funding to support cervical cancer screening and HPV vaccination.

To disseminate cervical cancer awareness and educational information about prevention tools, CCFSC posts daily messages with tailored content on social media sites, specifically on Facebook and Twitter. For Cervical Health Awareness Month in January 2016, a special social media campaign was developed and implemented to increase CCFSC's social media presence and draw attention to the organization's goal of eliminating cervical cancer in South Carolina. At the end of the month, an evaluation of the campaign was performed to determine followers' engagement with the posts and the overall effectiveness. Facebook

Insights and Twitter Analytics were used to examine engagement rates with the various posts, along with metrics such as comments, likes, retweets, and shares. In accordance with the Centers for Disease Control and Prevention's (CDC) social media toolkits, followers found narrative messages, posts that included links to other cervical cancer-related sites and information, and messages that encouraged followers to get involved in preventive practices themselves to be particularly engaging. The results of this thesis project highlight this campaign as a strong model for future cervical cancer social media campaigns. Additionally, this evaluation confirms that social media is a cost-effective, easy way to reach a large audience to raise awareness about a health issue.

## **Abstract**

**Background:** Cervical Cancer-Free South Carolina (CCFSC) is a member state of the Cervical Cancer-Free Coalition focused on eliminating cervical cancer through screening, follow-up care, HPV vaccination, and education. CCFSC utilizes social media to help spread awareness about cervical cancer prevention and control.

**Purpose:** The purpose of this thesis was to develop, implement, and evaluate a social media campaign for CCFSC during Cervical Health Awareness Month in January 2016.

**Methods:** Two social media plans – one for CCFSC use and another for CCFSC partner use – were developed for use during Cervical Health Awareness Month in January 2016. The CCFSC posts were entered into Buffer, an online social media posting system that automatically shares the posts daily. CCFSC partners were instructed to copy posts from the partner social media plan to their own social media accounts, in addition to liking, sharing, and retweeting CCFSC's posts. Evaluation of the social media plans was performed using Facebook Insights and Twitter Analytics to determine most and least engaging posts, along with other metrics.

**Results:** Analysis of social media posts determined “most engaging” and “least engaging” Facebook and Twitter posts, according to the number of engagements (clicks, comments, retweets, replies, follows, likes, and/or shares) and impressions (number of times posts were seen). The average number of link clicks, retweets, likes, and replies were noted for Twitter; the

highest number of retweets and likes on a single tweet was recorded. Data by week for both Facebook and Twitter – including number of posts, impressions, engagements/engaged users, retweets, replies, shares, and likes – were analyzed and compiled into tables.

**Conclusion:** The social media plan evaluation provides useful information regarding which posts are most effective in increasing cervical cancer, HPV, and HPV vaccine awareness and knowledge. The most popular posts will be used as models for future social media posts on these topics throughout the year.

## A. INTRODUCTION & BACKGROUND

Cervical cancer is a type of cancer that starts in the cervix, which is the lower, narrow end of the uterus.<sup>1</sup> The American Cancer Society (ACS) projects that there will be approximately 12,990 new cases of invasive cervical cancer diagnosed in the United States in 2016, and about 4,120 of these women will die from this largely preventable disease.<sup>1</sup> Almost all cervical cancers are caused by HPV, a common virus that can be sexually transmitted.<sup>2</sup> In fact, two HPV types (16 and 18) are responsible for 70 percent of all cervical cancer cases.<sup>2</sup> HPV is *the* most common sexually transmitted infection in the United States, and it can cause other health issues, too, such as genital warts and a variety of cancers in both males and females.<sup>3</sup> Anyone who is or has been sexually active is at risk for getting HPV.<sup>3</sup> Its presence is so prominent that nearly 80 million people are currently infected in the United States; approximately 14 million people, including teens, become infected with HPV every year.<sup>4</sup> Fortunately, HPV goes away on its own and does not cause health problems in most cases.<sup>3</sup>

Once a common cause of cancer death among American women, the cervical cancer death rate has declined by more than 50% over the last 30 years.<sup>1</sup> The decline in death rate is mainly due to the increased use of the Pap test, which looks for cell changes on the cervix that hold the potential to become cervical cancer if not treated appropriately.<sup>5</sup> The Pap test is recommended for women between the ages of 20 and 65.<sup>5</sup> The first Pap test should be received at age 21; if test results are normal, women can wait three years for the next Pap test.<sup>5</sup> At age 30, if test results are normal, women can get a Pap test every three years or they can get both a Pap test and a human papillomavirus (HPV) test every five years.<sup>5</sup> Women can stop getting screened if they are older than 65 and have had normal Pap test results for several years.<sup>5</sup>



For the HPV types that do not go away on their own and tend to cause cervical cancer, genital warts, and other cancers, there are HPV vaccines that offer protection. In the United States, the HPV vaccine series requires three shots given over six months.<sup>6</sup> The Advisory Committee on Immunization Practices (ACIP) recommends that the second shot should be given one to two months after the first, and the third dose should be given six months after the first dose.<sup>6</sup> HPV vaccination is also recommended for both boys and girls at age 11 or 12, with the goal of protecting adolescents from an array of health issues before initiation of sexual activity and exposure to the virus.<sup>4</sup> It is suggested by the ACIP that females through age 26 and males through age 21 who have not been previously vaccinated should receive the vaccine.<sup>6</sup> HPV vaccination is effective at protecting females against cervical cancer caused by HPV when administered at these recommended ages.<sup>3</sup>

Despite proven protection against cervical cancer and other HPV-related diseases, HPV vaccination rates are still suboptimal.<sup>7</sup> The *Healthy People 2020* national target for HPV vaccination is to increase coverage level of three doses to 80% of males and females aged 13 to 15; in 2012, only 16.6% of females and 6.9% of males had received the three doses of HPV vaccine.<sup>5</sup> Rates of vaccination have been steadily increasing in the United States, but a national survey in 2014 found that 60% of 13- to 17-year-old females had received 1 dose of the vaccine and only 39.7% had received 3 doses.<sup>6</sup> In South Carolina, 52.1% of 13- to 17-year-old females had received 1 dose of the vaccine, while only 35.9% had received 3 doses.<sup>6</sup> In 2014, the South Carolina Children's Health Assessment Survey (CHAS) reported that 14% of its survey respondents had never even heard of the HPV vaccine.<sup>2</sup> The majority of respondents (62.3%) did not specify the reason why their children had not received the HPV vaccination.<sup>2</sup> However,

about 20% of respondents did not know or believe that the child needed to be vaccinated, and about 17.7% thought their children were too young to receive the vaccine.<sup>2</sup> Finally, approximately 52.1% said that they would not get their children vaccinated against HPV in the next 12 months.<sup>2</sup>

When focusing in on South Carolina, it becomes clear that there is a need to increase awareness about cervical cancer and its preventive measures, such as Pap tests and the HPV vaccine. The *Healthy People 2020* national target for cervical cancer incidence is 7.1 cases per 100,000 and for cervical cancer mortality is 2.2 deaths per 100,000.<sup>5</sup> Based on 2010 data for South Carolina, the state ranked 14<sup>th</sup> in the United States in cervical cancer incidence and 7<sup>th</sup> in cervical cancer mortality.<sup>8</sup> In 2012, the cervical cancer incidence in South Carolina was slightly lower than the target, at 6.9 cases per 100,000; however, the mortality of cervical cancer was slightly higher than the target, with 2.7 deaths per 100,000 in 2013.<sup>8</sup> For cervical cancer screening, or Pap tests, the *Healthy People 2020* national target is 93% of females aged 21 to 65 years based on the most recent guidelines.<sup>5</sup> South Carolina and the United States as a whole both fall short with respect to screening; according to the Centers for Disease Control and Prevention (CDC), only 73.5% of all women in South Carolina and 83% of all women in the United States had been screened in 2012.<sup>9</sup>

Cervical cancer is highly preventable in most Western countries due to screening and the HPV vaccine; it is also treatable and associated with long survival if found early enough through utilization of these preventive measures.<sup>10</sup> In order to maximize screening and uptake of the HPV vaccine among women throughout South Carolina and the United States overall, strategies must be identified and implemented to draw attention to these resources and

encourage cervical cancer prevention and control. In one article, the CDC highlights some of the strategies that have been identified as effective at increasing receipt of the HPV vaccine specifically. Establishing links between cancer organizations and immunization organizations to emphasize HPV vaccination as cancer prevention, health care provider education initiatives, reminder-recall interventions, and public communication campaigns are a few of the strategies listed.<sup>11</sup> In another report, the CDC also recognizes social media tools as an effective way to expand reach, foster engagement, and increase access to science-based health messages, such as those needed to educate individuals about the HPV vaccine and cervical cancer screening.<sup>12</sup> In their overview of social media, the CDC notes that use of Facebook, Twitter, and other social media tools to disseminate health messages has continued to grow significantly in recent years.<sup>12</sup>

Susannah Fox's article, *The Social Life of Health Information, 2011*, begins by stating that although data has shown that doctors, nurses, and other health professionals are the first choice for most people seeking information about health concerns, online resources, such as social media, are also a significant source of health information.<sup>3</sup> In a telephone survey conducted in 2010 among 3,000 adults in the United States, 62% of adult internet users and 46% of all adults said they use social network sites.<sup>3</sup> 15% of the social network site users, or 7% of adults, have gotten some type of health information on these sites.<sup>3</sup> The CDC's Social Media Toolkit offers several reasons as to why social media is an effective avenue for circulating health information to this population of adults who turns to these sites for assistance with health-related issues. The toolkit explains that social media has the potential to connect a huge audience of health information-seeking individuals to increase timely dissemination of health

information, expand reach among diverse populations, personalize health messages that can be easily tailored and targeted, facilitate communication and connection, and empower individuals to make healthier decisions.<sup>13</sup>

CDC's *Guide to Writing for Social Media* aims to assist organizations in optimally utilizing social media as a route to reach target audiences and develop effective health messages that engage individuals and encourage them to take action. The guide says: "When integrated into health communication campaigns and activities, social media can encourage participation, conversation, and community – all of which can help spread key messages, influence decision making, and promote behavior change."<sup>14</sup> One article on the use of social media in public health outlines five more specific purposes for the use of social media in health and health promotion efforts. Among the purposes mentioned is "expand reach to include broader, more diverse audiences."<sup>14</sup> Social media sites have the capacity to provide crucial health-related information to disproportionately affected populations and hopefully increase awareness surrounding appropriate health services.<sup>14</sup> Aside from its efforts to eliminate health disparities by disseminating information to communities affected by them, social media also has the potential to reach adolescents and teenagers. According to this same article, 73% of online American teenagers in 2010 used social networking websites; this was a significant increase from the 55% of teenagers who used the sites in 2006<sup>14</sup>, indicating the ever-increasing presence of social media in teens' lives. The ability of social media to provide a voice to these target audiences, who might be prime candidates for preventive screenings and vaccines, is promising. Health promotion efforts should continue to use these outlets to engage adolescent and other target

populations in discussions about health and the prevention of disease, keeping in mind that they might not have direct access to or be utilizing alternative health communication routes.

Health care providers, physicians, medical staff, and other health organizations are facing the reality that individuals are increasingly relying on Internet sources and social media to obtain health information to assist them in making their own health care decisions.<sup>15</sup> Often, many of these Facebook and Twitter accounts are created and run by hospitals and health care organizations themselves, with the goal of promoting their health services, highlighting their physicians and research, and disseminating information about various diseases and preventive measures. In 2014, the Mayo Clinic compiled a list of health-related organizations in the United States who actively use social media sites for these purposes. They found that 1,500 U.S. hospitals managed 6,500 social media accounts to provide a platform for interaction with other organizations and with patients.<sup>15</sup> According to the Mayo Clinic's research, there are 27 hospitals throughout the state of South Carolina that run 24 Facebook and 18 Twitter sites.<sup>15</sup> These numbers do not even take into account the several other health-related organizations that take to social media sites to promote health and encourage active disease prevention within the state.

As mentioned previously, the CDC and other well-known sources have identified the strong potential for social media and public communication campaigns to effectively propagate health information. The lack of education surrounding the HPV vaccine<sup>12</sup> – a major contributor to subpar vaccination rates – and the need to increase uptake of the Pap test for prevention of cervical cancer<sup>11</sup>, implicate the importance of employing social media avenues for cervical cancer education and raising awareness about prevention and control of the disease. The CDC

runs its own Facebook and Twitter accounts, where they post multiple times daily with health and safety information. They have several Twitter accounts – @CDCgov, @CDC\_Cancer, and @CDCSTD – through which they disseminate ample information specifically regarding cervical cancer and HPV. Moreover, they have even developed a “Cervical Cancer Awareness” page on their website where they post cervical cancer and HPV fact sheets, infographics, podcasts, personal narratives, and brochures that they also feature on their social media sites. In January 2016, the GW Cancer Institute published their own *Cervical Cancer Social Media Toolkit* that featured messages designed to increase knowledge and awareness of cervical cancer and prompt individuals to speak with their health care providers about prevention methods.<sup>16</sup> The efforts of these health organizations to promote cervical cancer prevention in the social media realm are a positive example for health-related establishments throughout the country and beyond.

The Cervical Cancer-Free Coalition (CCFC) is producing similar work with its aim to eliminate cervical cancer by advocating for reliable cervical cancer screening methods, safe and effective vaccines, and efficacious treatment.<sup>17</sup> The coalition has established goals to increase HPV vaccination among adolescents aged 11-18 and to increase cervical cancer screening among women aged 25-65.<sup>17</sup> With state partners in Alabama, California, Indiana, Kentucky, North Carolina, South Carolina, Tennessee, and Texas, the coalition also focuses strongly on encouraging the development of state-level programs to implement research and policy surrounding cervical cancer prevention throughout the country.<sup>17</sup> In South Carolina, a statewide non-profit organization called the South Carolina Cancer Alliance (SCCA) serves as the home organization for the state’s partner in the coalition, Cervical Cancer-Free South Carolina

(CCFSC). CCFSC's efforts have focused on increasing participation in cervical cancer screening, increasing adherence to follow-up care of abnormal screening results, increasing HPV vaccination rates, and seeking additional funding to support these preventive measures for the women throughout the state.<sup>18</sup>

In January 2013, CCFSC launched its first cervical cancer social media campaign to promote awareness as part of Cervical Health Awareness Month.<sup>18</sup> The campaign's social media plan included one Facebook post and two tweets for six different days in January, plus five additional tweets for those who wanted to post more often. The CCFSC co-chairs, Heather Brandt, PhD, CHES and Jennifer Young Pierce, MD, MPH, used these posts for the organization's own social media sites, in addition to encouraging individuals and partner organizations to use the posts for their own sites. The January 2013 social media campaign went smoothly and is believed to have had a positive effect, although no official evaluation of the campaign was ever completed. CCFSC has continued to disseminate cervical health-related information through its Facebook and Twitter outlets over the past few years, and as the use of social media has continued to increase among both adolescents and adults, it was determined that another, more extensive social media campaign would be appropriate for January 2016. Rather than simply posting two times per day on Facebook and three times on Twitter, the campaign strengthened CCFSC's social media presence by increasing Facebook posts to three times daily and tweets to five times daily throughout January. This particular campaign, delivered via social media, aimed to encompass the full definition of a public communication campaign: a purposive attempt to inform or influence behaviors in a large audience within a specified time period using an organized set of communication activities and featuring an array of mediated

messages in multiple channels generally to produce noncommercial benefits to individuals and society.<sup>19</sup> The overall goal of this thesis was to develop, implement, and evaluate a social media campaign for CCFSC during Cervical Health Awareness Month in January 2016.

## **B. METHODS**

### *B.1 Development*

To achieve the overall goal of this thesis project, there were three aims addressed: 1) to develop social media plans, 2) to implement social media plans for CCFSC, and 3) to evaluate social media plans for CCFSC. During October and November of 2015, two social media plans were developed for use during Cervical Health Awareness Month in January 2016. The purpose of these social media plans was to spread awareness about cervical cancer prevention and control. The first plan was created for CCFSC's own use; it included five tweets and three Facebook posts for each day in January. The second plan was created for use by partners of CCFSC; it included one tweet and one Facebook post for each day in January. Figures A1 and A2 in the appendix present the social media plans for CCFSC and CCFSC partners. In the process of creating messages for the social media plans, CCFSC social media sites were reviewed to gather examples of Facebook posts and tweets used by the organization in the past. Some of these messages were gathered in a Microsoft Word document and recycled for inclusion in the social media plans. Additionally, Google searches were performed to explore current news stories from major media outlets surrounding cervical cancer and HPV. A major topic area was designated to each week in January, outlining the theme of the Facebook posts and tweets for individual weeks. The topics included Cervical Health Awareness Month, Pap tests/cervical



cancer screening, the HPV vaccine, cervical cancer facts, and cervical cancer in South Carolina. For each day, three Facebook posts were created, according to the major topic area for that week; then, five tweets were written to correlate with the content in the Facebook messages.

The content included in the Facebook posts and tweets for the social media plans varied. For the first few days of January, the social media topic was “Cervical Health Awareness Month.” The purpose of these initial posts was to draw attention to Cervical Health Awareness Month itself and to encourage individuals to follow the CCFSC social media campaign throughout the month. “Pap tests and cervical cancer screening” was the topic of the first full week of January. Direct quotes from cervical cancer survivors urged followers to get screened appropriately and regularly; plus, statistics were stated regarding uptake of Pap tests by women in South Carolina and throughout the country. The official screening guidelines were also included in these posts to serve as a reminder of the recommended Pap test ages and intervals for women. The second week of posts fell under the topic “HPV vaccine.” These posts illustrated the importance of the HPV vaccine for females in cervical cancer prevention; online tools and resources to improve vaccination rates, along with facts and inspirational quotes underlining the proven benefits of the vaccine were included as well. “Cervical cancer facts” were the feature of the third week in the social media campaign. Several fact sheets, morbidity and mortality statistics, and risk factors were stated to reiterate the impact of cervical cancer and HPV among a range of adolescents and women. Finally, the last full week of January concentrated on “cervical cancer in South Carolina.” To remind followers of the importance of CCFSC’s mission to make South Carolina a cervical cancer-free state, incidence and mortality rates for the disease in South Carolina were posted. Individuals and organizations fighting

cervical cancer throughout the state were also featured in this last week's messages to raise awareness about these efforts and offer support.

Many of the messages highlighted cervical cancer and HPV-related information from sources such as the CDC, the ACS, and the National Cancer Institute (NCI). These organizations each have social media sites of their own, through which they often educate followers on cervical cancer-related topics. With appropriate recognition of the sources, some of these exact posts were incorporated into the CCFSC social media campaign. Not only was information gathered from several different sources for the messages, however; it was also presented in an assorted manner. Direct professional quotes from cervical cancer experts and physicians, facts and statistics, podcasts, infographics, and personal testimonies from cervical cancer survivors and women who have had Pap tests and HPV vaccines were all dispersed throughout the campaign's plan. The goal was to disseminate the information in varied ways in hopes that followers of the social media messages would understand and/or relate to them somehow, encouraging them to take action to prevent cervical cancer. Following the development of the content, the messages were compiled into tables in Word documents. The CCFSC social media plan's Facebook posts were set for 8:00 am, 12:00 pm, and 7:00 pm each day in January; tweets were set for 7:00 am, 10:00 am, 1:00 pm, 4:00 pm, and 7:00 pm each day. The partner's posts were not given set times; this was to be determined by the users themselves.

## *B.2 Implementation*

In December 2015, the social media plan was entered into Buffer, a system that automatically shares posts daily at determined times. CCFSC partners were also emailed their

social media plan through the organization's listserv; the instructions were for them to copy the posts from their plan into their own social media accounts, in addition to liking, sharing, and retweeting CCFSC's posts throughout January. The social media plan was implemented in January 2016 as planned, and evaluation of the plan then took place February through March 2016.

### *B.3 Evaluation*

Evaluation of the tweets for demographic information of followers and engagement rates, along with average retweets, likes, and replies on posts was obtained through Twitter's "analytics" tab. Within the analytics tab under the main menu for the account, the "view All Tweet activity" option was selected. Tweet activity for January 2016 was then located and examined. Top and bottom tweets were determined by the "engagement rate" given in the analytics. Engagement rate is defined as the number of engagements (clicks, retweets, replies, follows, and likes) divided by the total number of impressions (number of times users saw the Tweet on Twitter). Upon review of the engagement rates of tweets throughout the month, it was decided that top tweets (most engaging) would be those with an engagement rate of 5% or higher. Bottom tweets (least engaging) were those that had an engagement rate of 0%. The complete set of data for the January tweets was exported to an Excel document, which was used to calculate average impressions, engagements, retweets, replies, and likes per each of the four full (7-day) weeks of the campaign. Averages were calculated by adding the total number of impressions, engagements, retweets, replies, or likes and dividing by the total number of weeks (4).

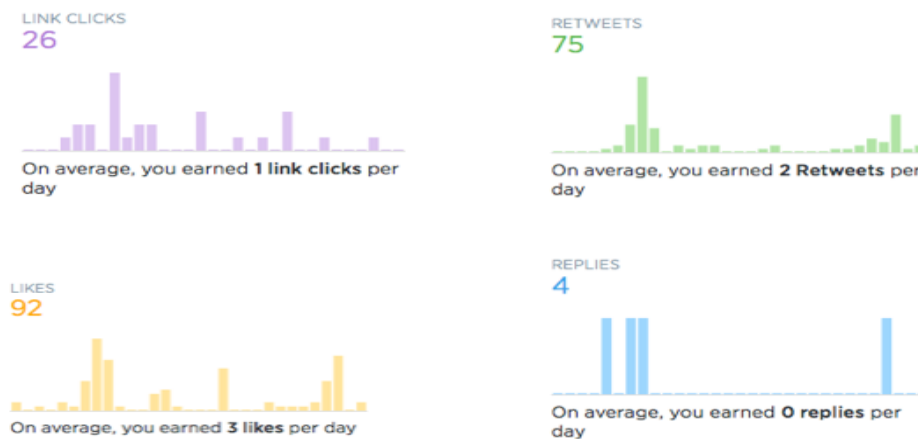
Evaluation of the Facebook posts for the campaign was completed in a similar manner through Facebook's "insights" tab, which is comparable to Twitter's "analytics" tab. Within CCFSC's Facebook account and under the main menu, "Manage Page" was selected, the CCFSC page was chosen, and then the "insights" tab was finally located. Facebook activity for January 2016 was then located and examined. The number of followers, follower age and sex, in addition to post clicks, likes, reactions, comments, and shares were recorded. Top and bottom Facebook posts were also determined by the engagement rate given in the insights. Upon review of the engagement rates of Facebook posts throughout the month, it was determined that top Facebook posts (most engaging) would be those with an engagement rate of 10% or higher. Bottom Facebook posts (least engaging) were those that had an engagement rate of 0%. The complete set of data for the January Facebook posts was also exported to an Excel document, which was used to calculate average impressions, engagements, comments, likes, and shares per each of the four full (7-day) weeks of the campaign. Averages were calculated by adding the total number of impressions, engagements, comments, likes, or shares and dividing by the total number of weeks (4).

The top and bottom tweets and Facebook posts were reviewed and examined following all data collection. A qualitative analysis was performed with these posts to determine common themes and stylistic components of the messages that were most and least engaging. All data, findings, and observations were ultimately compiled for inclusion in this thesis paper for submission and presentation at the Honors College thesis defense in April 2016. Implications and suggestions for the future of social media in assisting with cervical cancer prevention and control were reflected upon and written.

## C. RESULTS

### C.1 Summary of Results

Followers of the CCFSC social media campaign on Twitter increased throughout January 2016; n=155 on January 1, which increased to n=180 by January 31. 79% of followers were female and 21% were male. There was an average engagement rate of 1.6% for the month. Followers performed link clicks a total of 26 times, averaging 1 link click per day. By the end of January, there were 75 total retweets (average 2 retweets per day), 92 likes (average 3 likes per day), and 4 replies (average 0 replies per day).



**Figure 1. January Link Clicks, Retweets, Likes, and Replies**

The highest number of retweets on one tweet was 5; the tweet read:

*"Routine use of Pap test to screen for cervical cancer has reduced deaths from the disease by more than 70%. <http://buff.ly/20bj1xa>"*

The highest number of likes on one tweet was also 5; this tweet read:

*"Cervivor works to prevent #CervicalCancer through patient edu & survivor empowerment. Founded by SC native @tamikafelder! @iamcervivor"*

The average number of tweets per week during the campaign was 35. **Table 1** highlights the average number of impressions, engagements, retweets, replies, and links per week in January 2016.

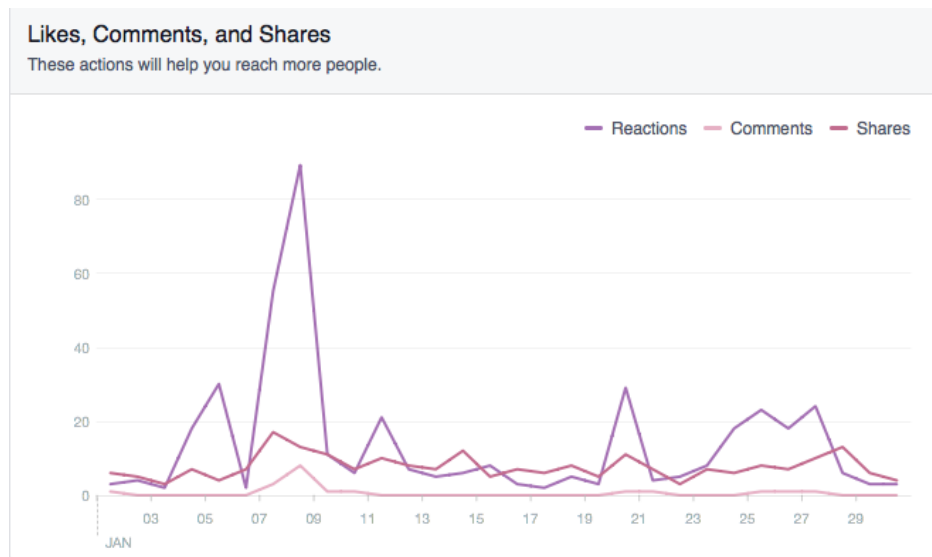
**Table 1. Data by Week for Twitter**

<b>Week</b>	<b>1*</b> <i>2 days</i>	<b>2**</b> <i>7 days</i>	<b>3</b> <i>7 days</i>	<b>4</b> <i>7 days</i>	<b>5</b> <i>7 days</i>	<b>6*</b> <i>1 day</i>	<b>Total</b>	<b>Average</b> <i>Per week</i>
<b># of Posts</b>	10	35	35	35	35	5	155	35
<b>Impressions</b>	407	6186	2105	1547	2566	281	13092	3101
<b>Engagements</b>	3	179	29	28	64	4	307	75
<b>Retweets</b>	0	41	7	5	19	1	73	18
<b>Replies</b>	0	2	0	0	1	0	3	0.75
<b>Likes</b>	1	42	11	12	24	2	92	22.3

*\*Posts from January 1, 2, and 31 regarding Cervical Health Awareness Month were not included in calculating averages. These posts did not take place during one of the four full (7-day) weeks in the campaign.*

*\*\*5 extra tweets (1/7) and 16 extra tweets (1/8) were posted during the Second Summit of CCFSC. These tweets were not included in number of posts for each week, but they were included for all other data in this table.*

Followers of the CCFSC social media campaign on Facebook also increased throughout January 2016; n=194 on January 1, which increased to n=228 by January 31. 89% of these followers were female and 11% were male. 29% were aged 35-44, and 25% were aged 25-34. Average reach of the posts was 118 followers, while average impressions per post was 224. Followers performed post clicks a total of 357 times; there were a total of 276 reactions, comments, and shares throughout January.



**Figure 2. January Likes, Comments, and Shares**

The post with the highest number of likes, comments, and shares combined (30) was:

*“Dr. Jennifer Young-Pierce is one of our Cervical Cancer-Free South Carolina Co-Chairs! She is an Assistant Professor of Gynecologic Oncology at the Medical University of South Carolina, where she is also an OB/GYN. Dr. Pierce has research interests in health disparities, HPV, and cervical cancer treatment and prevention. She dedicates much of her time to fighting cervical cancer in South Carolina, and she hopes that you will continue to get HPV-vaccinated and screened for cervical cancer.*

<http://buff.ly/1MVYrP4>”

The average number of Facebook posts per week during the campaign was 21. **Table 2** highlights the average number of impressions, engaged users, shares, comments, and links per week in January 2016.

**Table 2. Data by Week for Facebook**

<b>Week</b>	<b>1*</b> <i>2 days</i>	<b>2**</b> <i>7 days</i>	<b>3</b> <i>7 days</i>	<b>4</b> <i>7 days</i>	<b>5</b> <i>7 days</i>	<b>6*</b> <i>1 day</i>	<b>Total</b>	<b>Average</b> <i>Per week</i>
<b># of Posts</b>	6	21	21	21	21	3	93	21
<b>Impressions</b>	903	10152	8371	8082	5161	97	32766	7941.5
<b>Engaged Users</b>	23	319	122	130	140	4	738	177.8
<b>Shares</b>	3	31	29	22	19	1	105	25.3
<b>Comments</b>	1	9	0	1	3	1	15	3.25
<b>Likes</b>	19	165	48	62	81	2	377	89

*\*Posts from January 1, 2, and 31 regarding Cervical Health Awareness Month were not included in calculating averages. These posts did not take place during one of the four full (7-day) weeks in the campaign.*

*\*\*10 extra Facebook posts (1/8) and 7 extra Facebook posts (1/7) were posted during the Second Summit of CCFSC. These posts were not included in number of posts for each week, but they were included for all other data in the table.*

## C.2 Engagement & Content

### Twitter

- *Top tweets.* Top tweets were determined by tweets with high engagement rates among followers over the 4-week social media campaign. The following tweets were found to be the *most* engaging, with engagement rates of 5% or higher:
  1. **01/27/16 1:00 pm (9.8% Engagement Rate)** – @JYoungPierce & @tamikafelder share #CervicalCancer advice and stories in this article: <http://buff.ly/1XjMJ1f>
  2. **01/12/16 4:00 pm (8.9% Engagement Rate)** – HPV vaccination today is cancer prevention for the future. Get vaccinated! Vaccinate your children! #hvp #cervicalcancer #preventcancer
  3. **01/03/16 4:00 pm (8.3% Engagement Rate)** – With the right test at the right time, you can prevent cervical cancer! <http://buff.ly/1Yhotx1>
  4. **01/05/16 4:00 pm (7.5% Engagement Rate)** – No woman should die of cervical cancer! Screening leads to fewer deaths. <http://buff.ly/1MVZe1Y>
  5. **01/28/16 7:00 am (7.3% Engagement Rate)** – Cervivor works to prevent #CervicalCancer through patient edu & survivor empowerment. Founded by SC native @tamikafelder! @iamcervivor



6. **01/05/16 7:00 pm (7.1% Engagement Rate)** – CDC’s vaccination and screening recommendations for #CervicalCancer: <http://buff.ly/1MVZleH>
  7. **01/19/16 7:00 pm (7.1% Engagement Rate)** – More than 4,000 women die of #CervicalCancer each year, but you CAN prevent it w/ screening & HPV vax!
  8. **01/18/16 1:00 pm (6.5% Engagement Rate)** – No woman should die of #CervicalCancer. Most cases are preventable! <http://buff.ly/1WftOGu>
  9. **01/15/16 7:00 pm (6.2% Engagement Rate)** – Today, there is a strong weapon to prevent several types of cancer in kids: the #HPV vaccine. <http://buff.ly/20bjEHb>
  10. **01/27/16 7:00 pm (5.4% Engagement Rate)** – There is only one National Cancer Institute-designated cancer center in SC & it’s @muschollings. They encourage others to get #HPV vaccine.
- *Bottom tweets.* Bottom tweets were determined by tweets with low engagement rates among followers over the 4-week social media campaign. 92 of 155 tweets (59%) were found to be the *least* engaging, with engagement rates of 0%. The following tweets were some of the *least* engaging:
    1. **01/02/16 7:00 am** – It’s Cervical Health Awareness Month. Start off the New Year by getting screened for #CervicalCancer. <http://buff.ly/20bjLIZ>
    2. **01/09/16 7:00 pm** – #CervicalCancer usually doesn’t have symptoms, so it’s critical to get screened regularly. <http://buff.ly/1MVZWga>
    3. **01/14/16 1:00 pm** – The CDC #HPV Portal has information you need about #cancer, #vaccine, & #STD aspects of HPV! <http://buff.ly/1SD2Nhr>
    4. **01/23/16 1:00 pm** – A diagnosis of #CervicalCancer was once a death sentence, but now it’s a preventable & treatable illness! #ccfsc <http://buff.ly/1YhoGAj>
    5. **01/30/16 1:00 pm** – @scdhec says #HPVvax should be given to children at 11 or 12 years old. Talk to their doctor about getting the series now!

### **Facebook**

- *Top Facebook posts.* Top Facebook posts were determined by posts with high engagement rates among followers over the 4-week social media campaign. The following posts were found to be the *most* engaging, with engagement rates of

10% or higher:

1. **01/21/16 8:00 am (14% Engagement Rate)** – What do you need to know about cervical cancer? Check out the National Cancer Institute’s booklet about cervical cancer risk factors, symptoms, prevention methods, and treatment. Remember: no woman should die of cervical cancer. We can prevent! <http://buff.ly/1MW0aUM>
2. **01/26/16 8:00 am (13% Engagement Rate)** – Have you heard about the Best Chance Network (BCN)? BCN is the South Carolina Breast and Cervical Cancer Early Detection Program. Their goal is to reduce mortality from breast and cervical cancer among medically underserved women in South Carolina. Do you qualify to receive services through BCN? Find out here: <http://buff.ly/1MW0hQb>
3. **01/23/16 12:00 pm (12% Engagement Rate)** – “Cervical cancer usually develops slowly over time. Before cancer appears in the cervix, the cells of the cervix go through a series of changes in which cells that are not normal begin to appear in the cervical tissue. When cells change from being normal cells to abnormal cells, it is called dysplasia. Depending on the number of abnormal cells, dysplasia may go away without treatment. The more abnormal cells there are, the less likely they are to go away. Over time, dysplasia that is not treated may turn into cancer.” –National Cancer Institute <http://buff.ly/1YhoK36>
4. **01/24/16 8:00 am (12% Engagement Rate)** – For the last week of Cervical Health Awareness month, we want to highlight the burden of cervical cancer in South Carolina, along with the individuals and organizations who are working hard to make our state FREE of this disease!
5. **01/01/16 8:00 am (11% Engagement Rate)** – Happy New Year! January is Cervical Health Awareness Month! Cervical Health Awareness Month is a chance to raise awareness about how women can protect themselves from human papillomavirus (HPV) and cervical cancer. HPV is the most common sexually transmitted disease. It’s also a major cause of cervical cancer. Spread information, not HPV. <http://buff.ly/1YhoLE8>
6. **01/08/16 8:00 am (11% Engagement Rate)** – “I’m living proof that screening can find cervical cancer at an early stage, when treatment works best.” –Tamika F., Cervical Cancer Survivor <http://buff.ly/1Wfu9ci>
7. **01/31/16 8:00 am (11% Engagement Rate)** – For the last day of Cervical Health Awareness Month, check out the Group Health Research Institute.

They are finding fun and effective ways to spread the word about the HPV vaccine and preventing cervical cancer. <http://buff.ly/1Wfu7RD>

8. **01/12/16 7:00 pm (10% Engagement Rate)** – Do you want to know more about the HPV policies in the United States? <http://buff.ly/1Wfub46>
  9. **01/29/16 8:00 am (10% Engagement Rate)** – The South Carolina Coalition for Healthy Families is a network of organizations and individual experts that advocate, educate, and collaborate in support of comprehensive sexual and reproductive health policies in South Carolina. They support the HPV vaccine and encourage you to get your adolescents and children vaccinated today! <http://buff.ly/1XjNkju>
- *Bottom Facebook posts.* Bottom Facebook posts were determined by posts with low engagement rates among followers over the 4-week social media campaign. The following posts were found to be the *least* engaging, with engagement rates of 0%:
    1. **01/06/16 8:00 am** – In honor of Cervical Health Awareness Month, let the American Cancer Society educate you about how the Pap test is done. The Pap test is the main screening test for cervical cancer. <http://buff.ly/1SD33Gz>
    2. **01/07/16 8:00 am** – “Two years ago, when Brenda was 50 years old, she didn’t have health insurance, and was going to a free clinic in Schenectady, New York. That’s where she met Sandy, a women’s health advocate. ‘Whenever I saw Sandy, she asked whether I’d had my Pap test,’ Brenda says. ‘She kept nagging me. So I finally did go.’” <http://buff.ly/1YhoUY5>
    3. **01/12/16 12:00 pm** – About 14 million people, including teens, become infected with HPV each year. The good news is that you can get vaccinated against HPV and prevent. Vaccines work!
    4. **01/15/16 12:00 pm** – In this video, Dr. Sholom Wacholder discusses his HPV vaccine trial work. Take a look: <http://buff.ly/1MW1tTx>
    5. **01/16/16 7:00 pm** – What are the 3 things parents should know about preventing cancer? Take a look at this CDC infographic to find out! <http://buff.ly/20bl4kR>
    6. **01/17/16 8:00 am** – What are the risk factors for cervical cancer? There are many: <http://buff.ly/1SD3ssp>

7. **01/18/16 8:00 am** – About 528,000 women are diagnosed with cervical cancer every year, mostly in less developed regions. Worldwide, cervical cancer is the 4th most common cause of cancer death in women.  
<http://buff.ly/1SD3sZs>
8. **01/19/16 8:00 am** – Each year, more than 12,000 women in the United States get cervical cancer, but it can be prevented by getting an HPV vaccine, visiting your doctor for a Pap test when recommended and not smoking. Find out more: <http://buff.ly/1SD3vEE>
9. **01/19/16 12:00 pm** – The National Cervical Cancer Coalition offers a free ebook of essays from cervical cancer survivors and family members, providing personal perspectives on the physical and emotional impact of cervical cancer. Read their stories here: <http://buff.ly/1qwrEGw>
10. **01/22/16 12:00 pm** – Some of the risk factors for cervical cancer include: increased number of sexual partners, young age at time of first sexual intercourse, low socioeconomic status, and history of smoking.
11. **01/25/16 8:00 am** – Cervical Cancer-Free South Carolina is a member state of the Cervical Cancer-Free Coalition focused on eliminating cervical cancer through screening, follow-up care, vaccination, and education. Cervical Cancer-Free South Carolina consists of individual and organizational partners committed to increasing participation in cervical cancer screening; increasing adherence to follow-up care of abnormal screening results; increasing rates of HPV vaccination; and seeking additional funding to support cervical cancer screening and HPV vaccination in South Carolina.
12. **01/27/16 8:00 am** – This year, Cervical Cancer-Free South Carolina held its second summit – “Improved Health through Education and Innovation.” The summit focused on providing background information about cervical cancer and HPV, programmatic updates, and featured research in South Carolina. The summit welcomed anyone interested in eliminating cervical cancer. Stay in touch with us and look for announcements about next year’s summit!
13. **01/28/16 8:00 am** – Cervivor is a project of Tamika & Friends, an organization working to prevent cervical cancer through patient education and survivor empowerment. Tamika & Friends provides support to women with a cervical cancer diagnosis and strives to create a global network of cervical cancer survivors. What’s even better? The founder is Tamika Felder, a native South Carolinian, who is a cervical cancer survivor herself. Tamika knows firsthand the issues women

diagnosed with HPV and cervical cancer experience. To find out more about Tamika and her organization, click here: <http://buff.ly/1MW24Ve>

14. **01/28/16 12:00 pm** – The South Carolina Cancer Alliance (SCCA) is a statewide non-profit organization dedicated to reducing the impact of cancer on ALL people in South Carolina. The SCCA serves as the home organization for Cervical Cancer-Free South Carolina (CCFSC). The Cervical Cancer Subcommittee of the Breast and Female Cancer Workgroup within the SCCA provides support for CCFSC activities with a focus on addressing cervical cancer objectives in the South Carolina Cancer Control Plan 2011-2015. You can volunteer to help! <http://buff.ly/20blmZ1>
15. **01/28/16 7:00 pm** – In South Carolina, approximately 190 women are diagnosed with cervical cancer and 70 die from the disease each year. However, the South Carolina Cancer Control Plan 2011-2015 developed strategies to help eliminate cervical cancer: 1) make routine screening available for all, 2) promote adherence to follow-up care, and 3) promote use of HPV vaccines among those eligible.
16. **01/29/16 7:00 pm** – The South Carolina Cervical Cancer Awareness Initiative is another awesome organization that promotes statewide education and public awareness regarding cervical cancer screening and the HPV vaccine. Add them on Facebook & follow them on Twitter to keep up with their efforts! <http://buff.ly/1XjO4Fh>
17. **01/30/16 7:00 pm** – Thank you to all of the individuals and organizations in South Carolina who are working hard to increase HPV vaccination and cervical cancer screening rates. Your work is crucial to the lives of those all around our state. Let's continue to spread the word about how to prevent cervical cancer amongst our women! No woman should die of this disease.
18. **01/31/16 12:00 pm** – Do you want to keep up with cervical cancer in the news, or find out what's new in cervical cancer research? The American Cancer Society has a collection of the latest developments in cervical cancer on their website. We encourage you to take a look so you can stay up to date with your cervical cancer prevention! <http://buff.ly/1MW2viq>

## D. DISCUSSION

In this thesis project, followers and overall engagement rates were higher for the Facebook component of the social media campaign in comparison to the Twitter component. Engagement rates for the top Facebook posts ranged from 14% (highest) to 10% (lowest), while engagement rates for top tweets went from 9.8% (highest) to 5.4% (lowest). In this particular campaign, higher engagement on Facebook could be as a result of greater follower volume (n=228) by the end of the month than on Twitter (n=180). However, according to a survey conducted by the Pew Research Center in September 2014, not only is Facebook the most popular social media site, but engagement of Facebook users also continues to grow.<sup>6</sup> A large portion (70%) of Facebook users engage with the site daily<sup>6</sup>, indicating that followers of the CCFSC social media campaign might have been more inclined to engage with (comment on, like, or share) these posts than with the tweets.

Demographic information for followers of the social media campaign on Facebook generally correlated with data collected by the Pew Research Center in their article, *Demographics of Key Social Networking Platforms* (2014). According to Pew, 77% of Facebook users in 2014 were female and 66% were male<sup>14</sup>; in this evaluation, 89% of followers were female and only 11% were male. Although the proportion of women to male users was greater for this social media campaign, as in the Pew data, there was a much greater difference in numbers for this evaluation. This is likely due to the fact that this social media campaign targets a particular women's health issue and disseminated information solely applicable to cervical health awareness and prevention measures. Additionally, the majority of the social media campaign's followers were aged 25-34 (25%) and 35-44 (29%), which is consistent with Pew's

data: 87% of Facebook users were aged 18-29 and 73% were aged 30-49 in 2014.<sup>14</sup> Again, this campaign might have drawn in a particular age group, due to its relevance among women at risk for cervical cancer, women at optimal age ranges for Pap tests and wellness visits, and women in need of cervical health-related information. With regard to Twitter, Pew data shows that more men (24%) than women (21%) utilize this social media site.<sup>14</sup> The fact that 79% of this social media campaign's followers were female demonstrates the increased usage of the site when its focus is on women and women's health issues.

Upon analysis of tweets with the highest engagement, the tweet with the highest number of retweets (5) read: "Routine use of Pap test to screen for cervical cancer has reduced deaths from the disease by more than 70%." It also included a trusted link to the Foundation for Women's Cancer website, where followers could find more information about cervical cancer screening and learn about the organization's awareness, research, and education efforts. In alignment with the CDC's social media guide, this tweet highlights the positive by telling the audience what they should do rather than what they should not do.<sup>20</sup> It also encourages readers through emphasis on practical steps that will promote health, and it gives a specific link to a health-related service.<sup>20</sup> Overall, this tweet is relevant to the audience, easy to understand and share, and engages followers with a reassuring fact regarding the positive outcomes of routine Pap tests.

The highest number of likes on one tweet was also five; it read: "Cervivor works to prevent #CervicalCancer through patient edu & survivor empowerment. Founded by SC native @tamikafelder! @iamcervivor." This particular message follows CDC's best practices for writing tweets in several aspects. First, it includes a hashtag (#CervicalCancer) so followers can see

what others are tweeting on the topic of cervical cancer.<sup>21</sup> It also tags a specific individual's Twitter account (@tamikafelder) and her organization (@iamcervivor), which created an opportunity for users to engage by clicking on these tags and visiting these accounts that disseminate cervical health-related information themselves. Tamika Felder and her organization would have received a notification that they were tagged in these tweets as well, which might have prompted them to retweet the messages, therefore drawing more attention to them among an expanded audience. Moreover, the tweet was effective in its address of "survivor empowerment" and its recognition of Cervivor, an organization that brings cervical cancer survivors together to create a community of advocates. The Witness Project, a similar program, allows female breast cancer survivors to teach their African-American peers about early detection of breast cancer through giving their testimonies.<sup>22</sup> This is one of the most significant applications of survivor empowerment and narrative health communications, and the extensive background on the effectiveness of the Witness Project in educating women about cancer prevention and control has definite implications for the success of other programs, like Cervivor. Finally, the tweet is largely audience-relevant<sup>21</sup>, as it brings attention to Tamika, who is a South Carolina native like many of this campaign's followers.

**Table 1**, the data by week for Twitter, suggests content and cervical cancer-related topics that were most and least popular, along with engagement trends, throughout the January social media campaign. The table highlights four full (7-day) weeks, where the second week has the highest number of impressions (407), overall engagements (179), retweets (41), replies (2), and likes (42) for a single week. There are several reasons that might explain why these numbers increased during this particular week. First of all, this was the first full, 7-day



week of the campaign. Cervical Health Awareness Month was just beginning, so engagement in the social media campaign was high; followers were just starting to learn more about the campaign as a whole, in addition to learning about cervical cancer and prevention of the disease. The topic for this week of posts was Pap tests and cervical cancer screening, with a strong emphasis on motivating followers to get screened, educating about appropriate ages and intervals for screening, and sharing personal experiences with Pap tests and their benefits. Because lack of cervical cancer screening knowledge is often cited as a barrier to Pap test uptake, followers might have been more engaged in this material because there was a need to learn about it. Finally, however, the Second Summit of CCFSC took place on January 7 and 8 during the first full week of social media posts. The summit focused on providing background information, programmatic updates, and feature cervical cancer-related research in South Carolina. At the summit, 21 additional tweets and 17 additional Facebook messages were posted, highlighting activities taking place at the event. These posts were included in the data totals by week for both Facebook and Twitter, and the increased engagement is thought to be a result of not only the increased post volume, but also the in-person promotion of the social media campaign by leaders at the summit.

Upon analysis of Facebook posts with the highest engagement, the post with the highest number of comments, likes, and shares combined (30) was:

“Dr. Jennifer Young-Pierce is one of our Cervical Cancer-Free South Carolina Co-Chairs! She is an Assistant Professor of Gynecologic Oncology at the Medical University of South Carolina, where she is also an OB/GYN. Dr. Pierce has research interests in health disparities, HPV, and cervical cancer treatment and prevention. She dedicates much of

her time to fighting cervical cancer in South Carolina, and she hopes that you will continue to get HPV-vaccinated and screened for cervical cancer.”

The post also included a link to Dr. Young-Pierce’s provider page, where followers could learn more about her background and services. According to the CDC, all posts written for Facebook should be “consumer-friendly, action-oriented messaging,”<sup>20</sup> both characteristic of this particular post. The post opens with a positive tone and punctuation,<sup>20</sup> inviting followers to read more; it also begins by introducing one of the CCFSC co-chairs and following up by offering more details about her life. The post ends by calling readers to action through emphasizing that Dr. Young-Pierce herself hopes that everyone will get vaccinated and screened for cervical cancer. It also tags a specific public health partner,<sup>20</sup> which creates the opportunity for followers to click on Dr. Young-Pierce’s name and visit her Facebook page, where she might offer more cervical health-related information. Overall, this specific post highlighted cervical cancer prevention and women’s health efforts led by a South Carolina native, which could have been extremely helpful in engaging followers with the post and motivating them to find out more about these health topics.

**Table 2**, the data by week for Facebook, also suggests content and cervical cancer-related topics that were least and most popular, along with engagement trends, throughout the January social media campaign. Like the Twitter data table, this Facebook table highlights the four full (7-day) weeks of the campaign; the second week of posts had the highest number of total impressions (10152), engaged users (319), shares (31), comments (9), and likes (165) for a single week in January. There are several reasons why these numbers could have increased during this second week. As mentioned previously, the Second Summit of CCFSC was held

January 7 and 8, so there were a total of 17 extra Facebook messages posted between these two days that week. The additional posts would have engaged more users and caused these posts from the summit to gain comments, likes, and shares, but the summit likely also brought attention to the other posts about cervical cancer screening that had been built into the plan prior to the event. Other reasons for increased engagement during this week are similar to those mentioned for the tweets: it was the first week of Cervical Health Awareness Month, and followers might have needed additional information about Pap tests and cervical cancer screening.

Further evaluation of the Facebook and Twitter data was done through Twitter Analytics and Facebook Insights, the metric components of these social media sites. As a part of its *Social Media Guidelines and Best Practices for Facebook and Twitter*, the CDC recognizes evaluation as an integral part of measuring the success of these social media activities.<sup>20,21</sup> CDC recommends regularly reviewing Facebook Insights for “page-specific metrics” and monitoring Twitter Analytics to gauge number of followers, updates, retweets, and mentions.<sup>23</sup> Evaluation of the Facebook and Twitter data collected from the sites’ metrics allowed for determination of top and bottom Facebook posts and tweets, according to engagement rates. To calculate the engagement rate, the number of total engagements (clicks, retweets, replies, follows, likes, and/or shares) for each post is divided by the total number of impressions (number of times users saw the tweet on Twitter). It is important to note that engagement rates might have been skewed; although there could have been many impressions (views) on any one post – acquired through the original post itself, along with the retweets and shares of the posts by followers – the number of actual engagements on the post probably paled in comparison.

There were ten tweets selected as “top tweets” (most engaging) that had engagement rates of 5% or higher. Analysis of this group of tweets revealed that three of them mentioned specific public health partners who focus on raising cervical cancer awareness and promote prevention of the disease. This is a recommended practice by the CDC and offers followers of the tweets access to these partners’ Twitter pages, where they can learn more about cervical health-related topics. Further, two of these most engaging tweets made some kind of reference or included a link to personal narratives or experiences by survivors of cervical cancer and individuals who have had Pap tests and HPV vaccines in the past and are encouraging others to utilize these resources as well. In the paper *Using Narrative Communication as a Tool for Health Behavior Change: A Conceptual, Theoretical, and Empirical Overview*, authors Leslie Hinyard and Matthew Kreuter explain that health communication developers are increasingly turning to narrative forms of communication, such as entertainment education, storytelling, and testimonials to persuade and motivate people to adopt behavioral changes.<sup>24</sup> The high engagement rates for tweets with links or references to narratives implies that this method of communication the information intrigued followers and left them wanting to know more.

Four of the top tweets included infographics or PDF fact sheets provided by the CDC and other resources. An infographic is a visual representation of data, information, or knowledge that tells a story through visual communication.<sup>25</sup> The CDC has an entire infographic library that provides links for users to copy the visuals into their own websites or social network profiles. In a study conducted in 2013 by Columbia University, researchers found that carefully designed infographics are useful tools to support comprehension, therefore helping patients to engage with their own health data.<sup>26</sup> The higher engagement rates for tweets in this campaign with

infographics might suggest that they attracted followers and motivated cervical health promotion behaviors. Finally, it was observed that half of the tweets categorized as “most engaging” included or had links to CDC resources. As one of the most well-known and trusted public health organizations in the world, tweets associated with the CDC could have been viewed as having more credibility by followers. In its own social media guide, the CDC even encourages the use of links to their site so followers have access to their health awareness and disease prevention information.<sup>20</sup>

There were nine top Facebook posts considered to be most engaging, with engagement rates of 10% or higher. Seven of the nine top messages were posted at 8:00 am, indicating the possibility that followers were more likely to engage in the posts earlier in the day rather than later. Worth noting is the fact that all nine of these posts contained a link to another cervical cancer-related site. The CDC social media guide suggests: “Give specific directions or links to services that allow people to personalize their search or get information that will be useful for them.”<sup>20</sup> This idea could have resonated with the followers of this particular social media campaign; it is possible that they found these links useful and chose to pursue them for more information about cervical cancer screening and the HPV vaccine, among many other topics. The included links were also helpful in the sense that they provided additional information for readers while also allowing the posts themselves to follow the CDC’s recommendation that Facebook posts should be short enough to be viewed completely in the newsfeed.<sup>20</sup> Similar to the top tweets, these posts drew attention to specific public health partners, such as the American Cancer Society (ACS) and the National Cancer Institute (NCI), which allowed followers to navigate to the organizations’ pages and gain exposure to additional educational materials

and facts. The Best Chance Network (BCN) of the South Carolina Breast and Cervical Cancer Early Detection Program and the South Carolina Coalition for Healthy Families were the other organizations mentioned in these top Facebook posts. The aim of mentioning these South Carolina-based organizations in the campaign was to highlight the impact of cervical cancer in South Carolina and promote the local efforts being put forth to prevent the disease. It appears that followers identified with these posts and demonstrated increased engagement with them because the message “hit close to home.” These organizations most likely retweeted or shared these posts as well once they received notification that they had been mentioned in them, therefore increasing reach, impressions, and possibly even engagements on the posts.

92 of the 155 (59%) of the tweets in the campaign had a 0% engagement rate, making them the least engaging messages on Twitter. After careful evaluation, it became clear that there was no distinct aspect of these tweets that made them less engaging. Each day of the campaign had at least one tweet with a 0% engagement rate; these tweets included links, infographics, narratives, and several of the other components included in the top tweets for the month. However, there were only 18 Facebook posts with 0% engagement rates and these displayed more of a pattern. 10 of the 18 bottom messages were posted at either 12:00 pm or 7:00 pm – evidence that followers might not have been active on their social media sites during peak work hours or at night. Furthermore, 14 of the 18 least engaging messages on Facebook were posted in the second half of the month (January 15-31); this suggests that the campaign might have lost the followers’ interest as it progressed. Finally, five of these posts did not include links to an additional source, a best practice for social media according to the CDC.<sup>20</sup>

The lack of additional information and resources in these posts could have left followers with little interest in engaging with them.

Although there have been evaluations of both the National Breast Cancer Awareness Month campaign and the Movember campaign for men's health issues, along with analyses of breast and cervical cancer screening dialogue on social media sites, there has not been a full evaluation of a social media campaign during Cervical Health Awareness Month. Several of this project's results do correlate with aspects of these previous evaluations, however. In one qualitative analysis of cervical and breast cancer screening dialogue on Twitter, researchers found that a large number of top tweets consisted of messages relating to personal experiences with Pap smear and mammogram procedures, demonstrating that this social media outlet can be an important source of "real-life health experiences."<sup>27</sup> Additionally, this analysis noted immediate reaction from followers about cancer screening guidelines and Pap smear recommendations.<sup>27</sup> Due to the thorough examination of discussions surrounding social media posts on Twitter in this particular study, the authors were able to gain a better understanding of the types of messages that sparked discussion and encouraged followers to engage in the health conversation. Because it was found that narrative style tweets and posts that highlighted cervical cancer screening guidelines were popular, this provides validation for the similar results of this thesis project.

In *A 10-Year Retrospective of Research in Health Mass Media Campaigns*, author Seth Noar cites evidence that individuals might be more changed by discussions of health campaign messages than by the direct effects of viewing the messages.<sup>28</sup> He writes, "...campaign messages that spark interpersonal exchange and dialogue among the target audience may

increase both the reach and impact of a campaign.”<sup>28</sup> Keeping Noar’s findings and suggestions based on his own studies of health communication campaigns in mind, social media health awareness campaigns, such as this one, could be improved by incorporating messages that encourage dialogue about specific health issues among members of the target audience. Supporting this idea is the dialogic communication theory, which is based on the principles of reciprocity, mutuality, involvement, and openness.<sup>28</sup> Scholars Michael Kent and Maureen Taylor built upon this theory and compiled five principles of dialogic communication; among these principles is “dialogic loop.”<sup>29</sup> A dialogic loop, according to Kent and Taylor, is facilitated when one party involved in the communication invites the other(s) to engage, interact, act, or reply.<sup>29</sup> This theory and its principles have vital implications for future social media campaigns; messages should always aim to engage followers and to promote interaction with both the organization itself and other individuals following the campaign. This could prompt valuable conversations surrounding cervical health among women, along with creating a comfortable environment in which women can ask questions and seek additional advice and information from peers.

Overall, the evaluation of the CCFSC social media campaign for January 2016 indicated that social media can be an effective method for health promotion interventions among women regarding cervical cancer and health. Understanding how social media sites can be tailored and used to increase uptake of Pap tests and HPV vaccination is beneficial in cervical cancer prevention in South Carolina. The results of this campaign and its evaluation will be used to enhance CCFSC’s social media content to ensure optimal health outcomes for women and to



serve as a model for other organizations who wish to develop appropriate messages about cervical health awareness.

## **E. CONCLUSION**

Overall, this social media campaign was effective in raising awareness about Cervical Health Awareness Month and its goal of highlighting issues related to cervical cancer, HPV, and the importance of early detection. Although engagement rates and metrics for tweets and Facebook posts varied throughout the month, there were significant numbers of impressions logged for all messages distributed; this demonstrated that, although followers might not have necessarily engaged with the posts every day, they still saw and read the content to some extent. The engagements by followers were a definite plus, however, and suggest that users found the material informative and worthy of additional attention. The campaign served as a cost- and time-efficient route of disseminating cervical health-related information during January 2016, and it will surely be used as a model for future social media campaigns to raise awareness regarding cervical cancer and other important health topics.

There are several recommendations for improving upon this social media campaign for the future. In order to increase overall impressions, or the number of times posts are seen, it will be crucial to encourage individuals to follow, like, and add the sites on their own social media accounts. In order to do this, the CCFSC Twitter and Facebook pages should be promoted at any CCFSC-related events and through the organization's email updates. In addition, it will be important to actively prompt followers to engage with the posts by adding specific directions in the messages to comment, like, retweet, share, etc. It would also be valuable to include in the

messages that, by engaging with these posts and sharing them, the followers of their own social media sites – who might be colleagues, family, and/or friends – would benefit from the health information and could then act as well.

It would be useful to expand upon the evaluation of any future CCFSC social media campaigns. In its toolkit for social media, the CDC suggests that – in addition to simple metrics – social media be evaluated by measuring the use of information and the health impact that it had on followers. This particular kind of evaluation could be completed through a survey following the campaign; this survey could collect more information regarding the effects of the social media messages on followers' knowledge and the health-related actions they took after reading the posts. A more in-depth evaluation would help to better understand interest and knowledge levels, along with potential misunderstandings and perceptions about the health topic. Finally, any future social media campaigns would immensely benefit from following the CDC's social media guidelines and toolkits more thoroughly throughout the development and evaluation processes. The CDC's resources provide a plethora of recommendations for social media content and how to craft appropriate messages for specific audiences. They also provide strategy and evaluation worksheets that might assist with planning posts accordingly and improving upon potential future campaigns.

The CCFSC social media Facebook and Twitter sites will continue to disseminate cervical health- and HPV-related information throughout 2016 and beyond. The sites will be monitored; content and posts that appear to be most and least popular will be reused and additional similar resources will be incorporated. The results from this thesis project will inform the

development of new social media posts as well, keeping in mind metrics from January 2016 and referring to the CDC's social media guides for assistance.

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## APPENDIX

**Figure A1: Social Media Plan for Cervical Cancer-Free South Carolina Use**

Version 1: For each day in January – five tweets and three Facebook posts

January	Facebook	Twitter
Cervical Health Awareness Month		
1	<p>8:00 AM Post Happy New Year! January is Cervical Health Awareness Month! Cervical Health Awareness Month is a chance to raise awareness about how women can protect themselves from HPV (human papillomavirus) and cervical cancer. HPV is the most common sexually transmitted disease. It's also a major cause of cervical cancer. Spread information, not HPV. <a href="http://healthfinder.gov/nho/januarytoolkit.aspx">http://healthfinder.gov/nho/januarytoolkit.aspx</a></p> <p>12:00 PM Post January is Cervical Health Awareness Month. Start off the New Year by scheduling yourself to get screened for cervical cancer. <a href="http://www.acog.org/~media/districts/district%20ii/pdfs/uspstf_cervical_ca_screening_guidelines.pdf">http://www.acog.org/~media/districts/district%20ii/pdfs/uspstf_cervical_ca_screening_guidelines.pdf</a></p> <p>7:00 PM Post "For over 50 years, routine use of the Pap test to screen for cervical cancer has reduced deaths from the disease by more than 70%. It is hoped with wide-spread vaccination and improved screening strategies, fewer and fewer women will be affected by cervical cancer and pre-cancers in the future." <a href="http://www.foundationforwomenscancer.org/types-of-gynecologic-cancers/cervical/">http://www.foundationforwomenscancer.org/types-of-gynecologic-cancers/cervical/</a></p>	<p>7:00 AM Happy New Year! January is Cervical Health Awareness Month! Spread information, not HPV. <a href="http://buff.ly/1KS4wpi">http://buff.ly/1KS4wpi</a>  Full URL: <a href="http://healthfinder.gov/nho/januarytoolkit.aspx">http://healthfinder.gov/nho/januarytoolkit.aspx</a></p> <p>10:00 AM January is Cervical Health Awareness Month. Start off the New Year by getting screened for #cervicalcancer. <a href="http://buff.ly/1M27Hut">http://buff.ly/1M27Hut</a>  Full URL: <a href="http://www.acog.org/~media/districts/district%20ii/pdfs/uspstf_cervical_ca_screening_guidelines.pdf">http://www.acog.org/~media/districts/district%20ii/pdfs/uspstf_cervical_ca_screening_guidelines.pdf</a></p> <p>1:00 PM It's Cervical Health Awareness Month! Find out how you can prevent cervical cancer. <a href="http://buff.ly/1LleQRO">http://buff.ly/1LleQRO</a>  Full URL: <a href="http://www.cdc.gov/vitalsigns/cervicalcancer/index.html?s_CID=tw_STD0150014">http://www.cdc.gov/vitalsigns/cervicalcancer/index.html?s_CID=tw_STD0150014</a></p> <p>4:00 PM</p>



		<p>Cervical Health Awareness Month starts today. Get informed about Pap and HPV testing.  <a href="http://buff.ly/1LlFDS3">http://buff.ly/1LlFDS3</a></p> <p>Full URL:  <a href="http://www.cancer.gov/types/cervical/pap-hpv-testing-fact-sheet?cid=sf35392241%20sf35392241&amp;utm_content=sf35392241&amp;utm_medium=spredfast&amp;utm_source=twitter&amp;utm_campaign=National%20Cancer%20Institute">http://www.cancer.gov/types/cervical/pap-hpv-testing-fact-sheet?cid=sf35392241%20sf35392241&amp;utm_content=sf35392241&amp;utm_medium=spredfast&amp;utm_source=twitter&amp;utm_campaign=National%20Cancer%20Institute</a></p> <p>7:00 PM  January is Cervical Health Awareness Month. Learn what's been done to actively fight cervical cancer:  <a href="http://buff.ly/1Llg9iV">http://buff.ly/1Llg9iV</a></p> <p>Full URL:  <a href="http://www.cancer.org/cancer/news/specialcoverage/cervical-health-awarenessmonth?utm_source=MB_Twit&amp;utm_medium=Social&amp;utm_content=Jan07_A&amp;utm_campaign=Jan_2015">http://www.cancer.org/cancer/news/specialcoverage/cervical-health-awarenessmonth?utm_source=MB_Twit&amp;utm_medium=Social&amp;utm_content=Jan07_A&amp;utm_campaign=Jan_2015</a></p>
2	<p>8:00 AM Post  January is Cervical Health Awareness Month. Start off the New Year by scheduling yourself to get screened for cervical cancer.  <a href="http://www.acog.org/~media/districts/district%20ii/pdfs/uspstf_cervical_ca_screening_guidelines.pdf">http://www.acog.org/~media/districts/district%20ii/pdfs/uspstf_cervical_ca_screening_guidelines.pdf</a></p> <p>12:00 PM Post  In honor of Cervical Health Awareness Month, check out the National Cervical Cancer Coalition. This organization is dedicated to serving women with, or at risk for, cervical cancer and HPV. <a href="http://www.nccc-online.org/about-nccc/">http://www.nccc-online.org/about-nccc/</a></p> <p>7:00 PM Post  "Cervical Health Awareness Month is a chance to raise awareness about how women can protect themselves from HPV (human papillomavirus) and cervical cancer. HPV is the most common sexually transmitted disease. It's</p>	<p>7:00 AM  January is Cervical Health Awareness Month. Start off the New Year by getting screened for #cervicalcancer. <a href="http://buff.ly/1M27Hut">http://buff.ly/1M27Hut</a></p> <p>Full URL:  <a href="http://www.acog.org/~media/districts/district%20ii/pdfs/uspstf_cervical_ca_screening_guidelines.pdf">http://www.acog.org/~media/districts/district%20ii/pdfs/uspstf_cervical_ca_screening_guidelines.pdf</a></p> <p>10:00 AM  The National Cervical Cancer Coalition wants to help you prevent cancer this January!  <a href="http://buff.ly/1N2fbCy">http://buff.ly/1N2fbCy</a></p> <p>Full URL:  <a href="http://www.nccc-online.org/about-nccc/">http://www.nccc-online.org/about-nccc/</a></p>

	<p>also a major cause of cervical cancer.”</p> <p><a href="http://healthfinder.gov/nho/januarytoolkit.aspx">http://healthfinder.gov/nho/januarytoolkit.aspx</a></p>	<p>1:00 PM</p> <p>Cervical Health Awareness Month is a good time to learn more about HPV and its role in cervical cancer: <a href="http://buff.ly/1MeLby4">http://buff.ly/1MeLby4</a></p> <p>Full URL: <a href="http://healthfinder.gov/nho/januarytoolkit.aspx">http://healthfinder.gov/nho/januarytoolkit.aspx</a></p> <p>4:00 PM</p> <p>It’s Cervical Health Awareness Month. No woman should die of cervical cancer. <a href="http://buff.ly/1k4Eo3F">http://buff.ly/1k4Eo3F</a></p> <p>Full URL: <a href="http://www.cdc.gov/cancer/cervical/">http://www.cdc.gov/cancer/cervical/</a></p> <p>7:00 PM</p> <p>Happy January! Check out this cervical cancer fact sheet today. <a href="http://buff.ly/1LegQUp">http://buff.ly/1LegQUp</a></p> <p>Full URL: <a href="http://www.cdc.gov/cancer/cervical/pdf/cervical_facts.pdf">http://www.cdc.gov/cancer/cervical/pdf/cervical_facts.pdf</a></p>
<b>Pap Tests/Cervical Cancer Screening</b>		
3	<p>8:00 AM Post</p> <p>"For over 50 years, routine use of the Pap test to screen for cervical cancer has reduced deaths from the disease by more than 70%. It is hoped with wide-spread vaccination and improved screening strategies, fewer and fewer women will be affected by cervical cancer and pre-cancers in the future.”</p> <p><a href="http://www.foundationforwomenscancer.org/types-of-gynecologic-cancers/cervical/">http://www.foundationforwomenscancer.org/types-of-gynecologic-cancers/cervical/</a></p> <p>12:00 PM Post</p>	<p>7:00 AM</p> <p>Routine use of Pap test to screen for cervical cancer has reduced deaths from the disease by more than 70%. <a href="http://buff.ly/1k4Gpg8">http://buff.ly/1k4Gpg8</a></p> <p>Full URL: <a href="http://www.foundationforwomenscancer.org/types-of-gynecologic-cancers/cervical/">http://www.foundationforwomenscancer.org/types-of-gynecologic-cancers/cervical/</a></p> <p>10:00 AM</p> <p>When should a woman begin cervical cancer screening? Find out here: <a href="http://buff.ly/1kHC7vK">http://buff.ly/1kHC7vK</a></p>

	<p>When should a woman begin cervical cancer screening, and how often should she be screened? The National Cancer Institute has the information you need regarding Pap tests and more.  <a href="http://www.cancer.gov/types/cervical/pap-hpv-testing-fact-sheet#q4">http://www.cancer.gov/types/cervical/pap-hpv-testing-fact-sheet#q4</a></p> <p>7:00 PM Post</p>	<p>Full URL: <a href="http://www.cancer.gov/types/cervical/pap-hpv-testing-fact-sheet#q4">http://www.cancer.gov/types/cervical/pap-hpv-testing-fact-sheet#q4</a></p> <p>1:00 PM  What Should I Know About Cervical Cancer Screening? <a href="http://buff.ly/1jrAqSi">http://buff.ly/1jrAqSi</a></p> <p>Full URL:  <a href="http://www.cdc.gov/cancer/cervical/basic_info/screening.htm">http://www.cdc.gov/cancer/cervical/basic_info/screening.htm</a></p> <p>4:00 PM  With the right test at the right time, you can prevent cervical cancer! <a href="http://buff.ly/1ORftxA">http://buff.ly/1ORftxA</a></p> <p>Full URL:  <a href="http://www.cdc.gov/cancer/cervical/basic_info/infographic.htm">http://www.cdc.gov/cancer/cervical/basic_info/infographic.htm</a></p> <p>7:00 PM  The Pap test looks for changes in cells on the cervix that could turn into cancer if left untreated.</p>
4	<p>8:00 AM Post  With the right test at the right time, you can prevent cervical cancer. Take a look at this infographic by the CDC to answer your questions about cervical cancer screening and more.  <a href="http://www.cdc.gov/cancer/cervical/basic_info/infographic.htm">http://www.cdc.gov/cancer/cervical/basic_info/infographic.htm</a></p> <p>12:00 PM Post  Screening tests can find early problems before you get sick. The Pap test is a screening test for cervical cancer. It looks for abnormal cells on your cervix that could turn into cancer over time.  <a href="http://www.cdc.gov/std/hpv/pap/">http://www.cdc.gov/std/hpv/pap/</a></p> <p>7:00 PM Post</p>	<p>7:00 AM  What does my Pap test result mean?  <a href="http://buff.ly/1LReLuy">http://buff.ly/1LReLuy</a></p> <p>Full URL:  <a href="http://www.cdc.gov/std/hpv/pap/default.htm#sec4">http://www.cdc.gov/std/hpv/pap/default.htm#sec4</a></p> <p>10:00 AM  #CervicalCancer usually doesn't have symptoms, so it's critical to get screened regularly.  <a href="http://buff.ly/1L7HSLT">http://buff.ly/1L7HSLT</a></p> <p>Full URL:</p>

	<p>What does my Pap test result mean?  <a href="http://www.cdc.gov/std/hpv/pap/default.htm#sec4">http://www.cdc.gov/std/hpv/pap/default.htm#sec4</a></p>	<p><a href="http://www.cdc.gov/cancer/cervical/basic_info/symptoms.htm?utm_content=buffer29ff&amp;utm_medium=social&amp;utm_source=twitter.com&amp;utm_campaign=buffer">http://www.cdc.gov/cancer/cervical/basic_info/symptoms.htm?utm_content=buffer29ff&amp;utm_medium=social&amp;utm_source=twitter.com&amp;utm_campaign=buffer</a></p> <p>1:00 PM  CDC's #CervicalCancer brochure explains when to get tested &amp; how to make sense of your test results  <a href="http://buff.ly/1LEspQE">http://buff.ly/1LEspQE</a></p> <p>Full URL:  <a href="http://www.cdc.gov/cancer/hpv/basic_info/screening/?utm_content=buffer2ff63&amp;utm_medium=social&amp;utm_source=twitter.com&amp;utm_campaign=buffer">http://www.cdc.gov/cancer/hpv/basic_info/screening/?utm_content=buffer2ff63&amp;utm_medium=social&amp;utm_source=twitter.com&amp;utm_campaign=buffer</a></p> <p>4:00 PM  Women should start Pap tests at age 21. Have you been tested? <a href="http://buff.ly/1hAcDhU">http://buff.ly/1hAcDhU</a></p> <p>Full URL:  <a href="http://www.cdc.gov/cancer/cervical/basic_info/screening.htm?utm_content=bufferdfeb7&amp;utm_medium=social&amp;utm_source=twitter.com&amp;utm_campaign=buffer">http://www.cdc.gov/cancer/cervical/basic_info/screening.htm?utm_content=bufferdfeb7&amp;utm_medium=social&amp;utm_source=twitter.com&amp;utm_campaign=buffer</a></p> <p>7:00 PM  #Women: get screened &amp; talk w/ your friends about the link between #HPV &amp; cervical #cancer  <a href="http://buff.ly/1Lmerpz">http://buff.ly/1Lmerpz</a></p> <p>Full URL:  <a href="http://www.cdc.gov/hpv/parents/screening.html?s_CID=tw_STD0152075&amp;utm_content=bufferaa43&amp;utm_medium=social&amp;utm_source=twitter.com&amp;utm_campaign=buffer">http://www.cdc.gov/hpv/parents/screening.html?s_CID=tw_STD0152075&amp;utm_content=bufferaa43&amp;utm_medium=social&amp;utm_source=twitter.com&amp;utm_campaign=buffer</a></p>
5	<p>8:00 AM Post  The American Cancer Society guidelines for the prevention and early detection of cervical cancer:  <a href="http://www.cancer.org/cancer/cervicalcancer/moreinformation/cervicalca">http://www.cancer.org/cancer/cervicalcancer/moreinformation/cervicalca</a></p>	<p>7:00 AM  Cervical cancer screening is simple and fast!  <a href="http://buff.ly/1MeP9qC">http://buff.ly/1MeP9qC</a></p> <p>Full URL:  <a href="http://www.acog.org/Patients/FAQs/Cervical-Cancer-Screening#howis">http://www.acog.org/Patients/FAQs/Cervical-Cancer-Screening#howis</a></p>

6	<p><a href="http://www.acog.org/Patients/FAQs/Cervical-Cancer-Screening#howis">nccerpreventionandearlydetection/cervical-cancer-prevention-and-early-detection-cervical-cancer-screening-guidelines</a></p> <p>12:00 PM Post</p> <p>Cervical cancer screening is simple and fast. It takes less than a minute to do! <a href="http://www.acog.org/Patients/FAQs/Cervical-Cancer-Screening#howis">http://www.acog.org/Patients/FAQs/Cervical-Cancer-Screening#howis</a></p> <p>7:00 PM Post</p> <p>“Get your Pap smear regularly. It really can save your life.” –Geraldine P., Cervical Cancer Survivor</p> <p><a href="http://www.cdc.gov/cancer/knowledge/survivor_stories/geraldine.htm?utm_content=buffer1350d&amp;utm_medium=social&amp;utm_source=facebook.com&amp;utm_campaign=buffer">http://www.cdc.gov/cancer/knowledge/survivor_stories/geraldine.htm?utm_content=buffer1350d&amp;utm_medium=social&amp;utm_source=facebook.com&amp;utm_campaign=buffer</a></p>	<p>10:00 AM</p> <p>#CervicalCancer survivor Geraldine: “Get your Pap smear regularly. It can save your life”</p> <p><a href="http://buff.ly/1k4MBVt">http://buff.ly/1k4MBVt</a></p> <p>Full URL:  <a href="http://www.cdc.gov/cancer/knowledge/survivor_stories/geraldine.htm?utm_content=buffer1350d&amp;utm_medium=social&amp;utm_source=facebook.com&amp;utm_campaign=buffer">http://www.cdc.gov/cancer/knowledge/survivor_stories/geraldine.htm?utm_content=buffer1350d&amp;utm_medium=social&amp;utm_source=facebook.com&amp;utm_campaign=buffer</a></p> <p>1:00 PM</p> <p>More than 50% of all new cervical cancers are in women who have never been screened or not screened in last 5 yrs <a href="http://buff.ly/1MePEB7">http://buff.ly/1MePEB7</a></p> <p>Full URL:  <a href="http://www.cdc.gov/media/pdf/dpk/2014/dpk-vs-cervical-cancer/missed-opportunities.pdf">http://www.cdc.gov/media/pdf/dpk/2014/dpk-vs-cervical-cancer/missed-opportunities.pdf</a></p> <p>4:00 PM</p> <p>No woman should die of cervical cancer! Screening leads to fewer deaths. <a href="http://buff.ly/1S69h3f">http://buff.ly/1S69h3f</a></p> <p>Full URL:  <a href="http://www.cdc.gov/media/pdf/dpk/2014/dpk-vs-cervical-cancer/no-woman.pdf">http://www.cdc.gov/media/pdf/dpk/2014/dpk-vs-cervical-cancer/no-woman.pdf</a></p> <p>7:00 PM</p> <p>CDC’s current vaccination and screening recommendations for #CervicalCancer:</p> <p><a href="http://buff.ly/1k4OmCb">http://buff.ly/1k4OmCb</a></p> <p>Full URL:  <a href="http://www.cdc.gov/vitalsigns/cervical-cancer/infographic.html#infographic">http://www.cdc.gov/vitalsigns/cervical-cancer/infographic.html#infographic</a></p>
	<p>8:00 AM Post</p>	<p>7:00 AM</p>

	<p>In honor of Cervical Health Awareness Month, let the American Cancer Society educate you about how the Pap test is done. The Pap test is the main screening test for cervical cancer.  <a href="http://www.cancer.org/cancer/cervicalcancer/moreinformation/cervicalcancerpreventionandearlydetection/cervical-cancer-prevention-and-early-detection-pap-test">http://www.cancer.org/cancer/cervicalcancer/moreinformation/cervicalcancerpreventionandearlydetection/cervical-cancer-prevention-and-early-detection-pap-test</a></p> <p>12:00 PM Post  Each year, approximately 12,000 women are diagnosed with cervical cancer in the United States. Yet, cervical cancer is one of the most preventable cancers today. The traditional test for early detection has been the Pap test. Find out more here: <a href="http://www.nccc-online.org/hpvcervical-cancer/cervical-cancer-screening/">http://www.nccc-online.org/hpvcervical-cancer/cervical-cancer-screening/</a></p> <p>7:00 PM Post  “I was diagnosed with cervical cancer in 1964 – when I was 32. I did not have any symptoms. I went in for my annual gynecological exam and got a Pap test. My results came back as irregular so the doctor recommended more testing. The results showed that I had cervical cancer.” –Jennie C., Cervical Cancer Survivor  <a href="http://www.cdc.gov/cancer/knowledge/survivor_stories/jennie.htm">http://www.cdc.gov/cancer/knowledge/survivor_stories/jennie.htm</a></p>	<p>The American Cancer Society can educate you on how the Pap test is done: <a href="http://buff.ly/1LRmVTG">http://buff.ly/1LRmVTG</a></p> <p>Full URL:  <a href="http://www.cancer.org/cancer/cervicalcancer/moreinformation/cervicalcancerpreventionandearlydetection/cervical-cancer-prevention-and-early-detection-pap-test">http://www.cancer.org/cancer/cervicalcancer/moreinformation/cervicalcancerpreventionandearlydetection/cervical-cancer-prevention-and-early-detection-pap-test</a></p> <p>10:00 AM  Each year 12,000 women are diagnosed with cervical cancer in the US. You CAN prevent!  <a href="http://buff.ly/1MeRuBR">http://buff.ly/1MeRuBR</a></p> <p>Full URL:  <a href="http://www.nccc-online.org/hpvcervical-cancer/cervical-cancer-screening/">http://www.nccc-online.org/hpvcervical-cancer/cervical-cancer-screening/</a></p> <p>1:00 PM  Jennie C.’s Pap test helped catch her #CervicalCancer early. <a href="http://buff.ly/1ORvJ1z">http://buff.ly/1ORvJ1z</a></p> <p>Full URL:  <a href="http://www.cdc.gov/cancer/knowledge/survivor_stories/jennie.htm">http://www.cdc.gov/cancer/knowledge/survivor_stories/jennie.htm</a></p> <p>4:00 PM  #CervicalCancer is highly preventable with regular screening tests and follow-up care!  <a href="http://buff.ly/1ORwac8">http://buff.ly/1ORwac8</a></p> <p>Full URL:  <a href="http://www.cdc.gov/cancer/dcpc/resources/features/CervicalCancer/index.htm">http://www.cdc.gov/cancer/dcpc/resources/features/CervicalCancer/index.htm</a></p> <p>7:00 PM  You CAN prevent cervical cancer! Schedule your Pap test. Get screened. <a href="http://buff.ly/1ORwA2e">http://buff.ly/1ORwA2e</a></p>
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7	<p>8:00 AM Post          “Two years ago, when Brenda was 50 years old, she didn’t have health insurance, and was going to a free clinic in Schenectady, New York. That’s where she met Sandy, a women’s health advocate. ‘Whenever I saw Sandy, she asked whether I’d had my Pap test,’ Brenda says. ‘She kept nagging me. So I finally did go.’”  <a href="http://www.cdc.gov/media/subtopic/matte/pdf/2015/youcanpreventcervicalcancer_matte.pdf">http://www.cdc.gov/media/subtopic/matte/pdf/2015/youcanpreventcervicalcancer_matte.pdf</a></p> <p>12:00 PM Post          “I had a family history of cervical and uterine cancers but I didn’t get checked until I had symptoms. So if you have a family history, tell your doctor and ask if you should have special tests to find anything early.” – Eileen A., Cervical and Uterine Cancer Survivor  <a href="http://www.cdc.gov/cancer/knowledge/survivor_stories/eileen.htm">http://www.cdc.gov/cancer/knowledge/survivor_stories/eileen.htm</a></p> <p>7:00 PM Post          What Can I Do to Reduce My Risk of Cervical Cancer? The CDC says the #1 way to prevent cervical cancer is the Pap test. You should start getting Pap tests at age 21.  <a href="http://www.cdc.gov/cancer/cervical/basic_info/prevention.htm">http://www.cdc.gov/cancer/cervical/basic_info/prevention.htm</a></p>	<p>7:00 AM          Brenda was 50 yrs old when she got her Pap test &amp; learned she had #CervicalCancer.  <a href="http://buff.ly/1ORwA2e">http://buff.ly/1ORwA2e</a></p> <p>Full URL:  <a href="http://www.cdc.gov/media/subtopic/matte/pdf/2015/youcanpreventcervicalcancer_matte.pdf">http://www.cdc.gov/media/subtopic/matte/pdf/2015/youcanpreventcervicalcancer_matte.pdf</a></p> <p>10:00 AM          Cervical cancer survivor Eileen urges women to get screened for early detection! <a href="http://buff.ly/1ORzlR6">http://buff.ly/1ORzlR6</a></p> <p>Full URL:  <a href="http://www.cdc.gov/cancer/knowledge/survivor_stories/eileen.htm">http://www.cdc.gov/cancer/knowledge/survivor_stories/eileen.htm</a></p> <p>1:00 PM          #1 way to prevent cervical cancer is the Pap test.  <a href="http://buff.ly/1ORzx2Q">http://buff.ly/1ORzx2Q</a></p> <p>Full URL:  <a href="http://www.cdc.gov/cancer/cervical/basic_info/prevention.htm">http://www.cdc.gov/cancer/cervical/basic_info/prevention.htm</a></p> <p>4:00 PM          #CervicalCancer screening: when to get &amp; how to make sense of results <a href="http://buff.ly/1ORAgkL">http://buff.ly/1ORAgkL</a></p> <p>Full URL:  <a href="http://www.cdc.gov/cancer/hpv/pdf/HPV_Testing_2012_English.pdf">http://www.cdc.gov/cancer/hpv/pdf/HPV_Testing_2012_English.pdf</a></p> <p>7:00 PM</p>

		<p>National Breast &amp; Cervical Cancer Early Detection Program – find out more: <a href="http://buff.ly/1ORARmq">http://buff.ly/1ORARmq</a></p> <p>Full URL: <a href="http://www.cdc.gov/cancer/nbccedp/">http://www.cdc.gov/cancer/nbccedp/</a></p>
8	<p>8:00 AM “I’m living proof that screening can find cervical cancer at an early stage, when treatment works best.” –Tamika F., Cervical Cancer Survivor <a href="http://www.cdc.gov/cancer/knowledge/survivor_stories/tamika.htm">http://www.cdc.gov/cancer/knowledge/survivor_stories/tamika.htm</a></p> <p>12:00 PM Cervical Health Awareness Month is the perfect time to schedule your next Pap test. Screening for cervical cancer using the Pap test has decreased the number of new cases of cervical cancer and the number of deaths due to cervical cancer since 1950. <a href="http://www.cancer.gov/types/cervical/patient/cervical-screening-pdq">http://www.cancer.gov/types/cervical/patient/cervical-screening-pdq</a></p> <p>7:00 PM The American Cancer Society reports new ways being researched to prevent and treat cancer of the cervix. Take a look at these new developments and remember to schedule your Pap test. The Pap test is the #1 way to detect cervical cancer today. <a href="http://www.cancer.org/cancer/cervicalcancer/detailedguide/cervical-cancer-new-research">http://www.cancer.org/cancer/cervicalcancer/detailedguide/cervical-cancer-new-research</a></p>	<p>7:00 AM Tamika F. found cervical cancer at an early stage by getting screened! <a href="http://buff.ly/1kHS852">http://buff.ly/1kHS852</a></p> <p>Full URL: <a href="http://www.cdc.gov/cancer/knowledge/survivor_stories/tamika.htm">http://www.cdc.gov/cancer/knowledge/survivor_stories/tamika.htm</a></p> <p>10:00 AM Pap tests have decreased new cervical cancer cases &amp; number of cervical cancer deaths since 1950.</p> <p>1:00 PM American Cancer Society reports new research to prevent &amp; treat cervical cancer: <a href="http://buff.ly/1N2sYsQ">http://buff.ly/1N2sYsQ</a></p> <p>Full URL: <a href="http://www.cancer.org/cancer/cervicalcancer/detailedguide/cervical-cancer-new-research">http://www.cancer.org/cancer/cervicalcancer/detailedguide/cervical-cancer-new-research</a></p> <p>4:00 PM #Women, #clinicians: #HPV vaccine &amp; Pap tests are crucial to prevent cervical cancer! <a href="http://buff.ly/1N8xgx1">http://buff.ly/1N8xgx1</a></p> <p>Full URL: <a href="http://www.cdc.gov/vitalsigns/cervical-cancer/?s_CID=tw_STD0152034&amp;utm_content=buffer2d3bd&amp;utm_medium=social&amp;utm_source=twitter.com&amp;utm_campaign=buffer">http://www.cdc.gov/vitalsigns/cervical-cancer/?s_CID=tw_STD0152034&amp;utm_content=buffer2d3bd&amp;utm_medium=social&amp;utm_source=twitter.com&amp;utm_campaign=buffer</a></p>



		<p>7:00 PM</p> <p>Cervical &amp; gynecological cancer survivors share their stories. Early detection is key! Get screened.  <a href="http://buff.ly/1kHToFe">http://buff.ly/1kHToFe</a></p> <p>Full URL:  <a href="http://www.cdc.gov/cancer/knowledge/survivor_stories.htm">http://www.cdc.gov/cancer/knowledge/survivor_stories.htm</a></p>
9	<p>8:00 AM Post</p> <p>The Best Chance Network (BCN) program provides free breast and cervical cancer screening for South Carolina women who meet program eligibility requirements. Do you qualify for free cancer screenings? Find out here:  <a href="https://www.scdhec.gov/Health/DiseasesandConditions/Cancer/FreeCancerScreenings/mindex.htm">https://www.scdhec.gov/Health/DiseasesandConditions/Cancer/FreeCancerScreenings/mindex.htm</a></p> <p>12:00 PM Post</p> <p>Take a look at the American Cancer Society's guidelines for the prevention and early detection of cervical cancer!  <a href="http://www.cancer.org/cancer/cervicalcancer/moreinformation/cervicalcancerpreventionandearlydetection/cervical-cancer-prevention-and-early-detection-cervical-cancer-screening-guidelines">http://www.cancer.org/cancer/cervicalcancer/moreinformation/cervicalcancerpreventionandearlydetection/cervical-cancer-prevention-and-early-detection-cervical-cancer-screening-guidelines</a></p> <p>7:00 PM Post</p> <p>Prevent cervical cancer with the right test at the right time! Screening tests can find abnormal cells so they can be treated before they turn into cancer.  <a href="http://www.cdc.gov/cancer/cervical/pdf/cervical_infographic_print.pdf">http://www.cdc.gov/cancer/cervical/pdf/cervical_infographic_print.pdf</a></p>	<p>7:00 AM</p> <p>Do you qualify for free cancer screenings through SC's Best Chance Network? Find out:  <a href="http://buff.ly/1ORlhWS">http://buff.ly/1ORlhWS</a></p> <p>Full URL:  <a href="https://www.scdhec.gov/Health/DiseasesandConditions/Cancer/FreeCancerScreenings/mindex.htm">https://www.scdhec.gov/Health/DiseasesandConditions/Cancer/FreeCancerScreenings/mindex.htm</a></p> <p>10:00 AM</p> <p>The American Cancer Society's guidelines for prevention &amp; early detection of #CervicalCancer.  <a href="http://buff.ly/1k4Z7UY">http://buff.ly/1k4Z7UY</a></p> <p>Full URL:  <a href="http://www.cancer.org/cancer/cervicalcancer/moreinformation/cervicalcancerpreventionandearlydetection/cervical-cancer-prevention-and-early-detection-cervical-cancer-screening-guidelines">http://www.cancer.org/cancer/cervicalcancer/moreinformation/cervicalcancerpreventionandearlydetection/cervical-cancer-prevention-and-early-detection-cervical-cancer-screening-guidelines</a></p> <p>1:00 PM</p> <p>#CervicalCancer screening tests can find abnormal cells so they can be treated before they turn into cancer! <a href="http://buff.ly/1LRvuO7">http://buff.ly/1LRvuO7</a></p> <p>Full URL:  <a href="http://www.cdc.gov/cancer/cervical/pdf/cervical_infographic_print.pdf">http://www.cdc.gov/cancer/cervical/pdf/cervical_infographic_print.pdf</a></p> <p>4:00 PM</p>

		<p>Routine use of Pap test to screen for cervical cancer has reduced deaths from the disease by more than 70%. <a href="http://buff.ly/1k4Gpg8">http://buff.ly/1k4Gpg8</a></p> <p>Full URL:  <a href="http://www.foundationforwomenscancer.org/types-of-gynecologic-cancers/cervical/">http://www.foundationforwomenscancer.org/types-of-gynecologic-cancers/cervical/</a></p> <p>7:00 PM  #CervicalCancer usually doesn't have symptoms, so it's critical to get screened regularly.  <a href="http://buff.ly/1L7HSLT">http://buff.ly/1L7HSLT</a></p> <p>Full URL:  <a href="http://www.cdc.gov/cancer/cervical/basic_info/symptoms.htm?utm_content=buffer29ff&amp;utm_medium=social&amp;utm_source=twitter.com&amp;utm_campaign=buffer">http://www.cdc.gov/cancer/cervical/basic_info/symptoms.htm?utm_content=buffer29ff&amp;utm_medium=social&amp;utm_source=twitter.com&amp;utm_campaign=buffer</a></p>
HPV Vaccine		
10	<p>8:00 AM Post  The human papillomavirus (HPV) vaccine protects against HPV infection, which is a common virus that can cause cervical cancer in women. The HPV vaccine can be cancer prevention! Take the time this January to learn more and get your children protected against HPV.  <a href="http://www.cdc.gov/vaccines/who/teens/vaccines/hpv.html?s_CID=tw_STD0151973&amp;utm_content=buffer4ec24&amp;utm_medium=social&amp;utm_source=twitter.com&amp;utm_campaign=buffer#when">http://www.cdc.gov/vaccines/who/teens/vaccines/hpv.html?s_CID=tw_STD0151973&amp;utm_content=buffer4ec24&amp;utm_medium=social&amp;utm_source=twitter.com&amp;utm_campaign=buffer#when</a></p> <p>12:00 PM Post  The CDC's HPV Portal has all of the information you need about cervical cancer and the HPV vaccine. Learn how you can protect the children in your life from HPV, a cancer-causing virus.  <a href="http://www.cdc.gov/hpv/?s_CID=tw_STD0151979&amp;utm_content=bufferbceed&amp;utm_medium=social&amp;utm_source=twitter.com&amp;utm_campaign=buffer">http://www.cdc.gov/hpv/?s_CID=tw_STD0151979&amp;utm_content=bufferbceed&amp;utm_medium=social&amp;utm_source=twitter.com&amp;utm_campaign=buffer</a></p>	<p>7:00 AM  #HPV vax can be #cancer prevention! Parents, #vaccinate your children @ ages 11-12  <a href="http://buff.ly/1Mnb2V4">http://buff.ly/1Mnb2V4</a></p> <p>Full URL:  <a href="http://www.cdc.gov/vaccines/who/teens/vaccines/hpv.html?s_CID=tw_STD0151973&amp;utm_content=buffer4ec24&amp;utm_medium=social&amp;utm_source=twitter.com&amp;utm_campaign=buffer#when">http://www.cdc.gov/vaccines/who/teens/vaccines/hpv.html?s_CID=tw_STD0151973&amp;utm_content=buffer4ec24&amp;utm_medium=social&amp;utm_source=twitter.com&amp;utm_campaign=buffer#when</a></p> <p>10:00 AM  The CDC #HPV Portal has information you need about #cancer, #vaccine, &amp; #STD aspects of HPV!  <a href="http://buff.ly/1LExwQL">http://buff.ly/1LExwQL</a></p> <p>Full URL:  <a href="http://www.cdc.gov/hpv/?s_CID=tw_STD0151979&amp;utm_content=bufferbceed&amp;utm_medium=social&amp;utm_source=twitter.com&amp;utm_campaign=buffer">http://www.cdc.gov/hpv/?s_CID=tw_STD0151979&amp;utm_content=bufferbceed&amp;utm_medium=social&amp;utm_source=twitter.com&amp;utm_campaign=buffer</a></p>

	<p>7:00 PM Post</p> <p>January is Cervical Health Awareness Month. Find out more about cervical cancer and how you can prevent this disease by getting vaccinated against HPV:</p> <p><a href="http://www.cdc.gov/cancer/cervical/?s_CID=tw_STD0151963&amp;utm_content=buffer856ef&amp;utm_medium=social&amp;utm_source=twitter.com&amp;utm_campaign=buffer">http://www.cdc.gov/cancer/cervical/?s_CID=tw_STD0151963&amp;utm_content=buffer856ef&amp;utm_medium=social&amp;utm_source=twitter.com&amp;utm_campaign=buffer</a></p>	<p>1:00 PM</p> <p>@CDC_Cancer has great HPV-related cancer info!  <a href="http://buff.ly/1LJFH4H">http://buff.ly/1LJFH4H</a></p> <p>Full URL:  <a href="http://www.cdc.gov/cancer/cervical/?s_CID=tw_STD0151963&amp;utm_content=buffer856ef&amp;utm_medium=social&amp;utm_source=twitter.com&amp;utm_campaign=buffer">http://www.cdc.gov/cancer/cervical/?s_CID=tw_STD0151963&amp;utm_content=buffer856ef&amp;utm_medium=social&amp;utm_source=twitter.com&amp;utm_campaign=buffer</a></p> <p>4:00 PM</p> <p>CDC #vaccination schedules for children and adolescents: <a href="http://buff.ly/1WX0NOB">http://buff.ly/1WX0NOB</a></p> <p>Full URL:  <a href="http://www.cdc.gov/vaccines/schedules/hcp/child-adolescent.html?utm_content=buffer71680&amp;utm_medium=social&amp;utm_source=twitter.com&amp;utm_campaign=buffer">http://www.cdc.gov/vaccines/schedules/hcp/child-adolescent.html?utm_content=buffer71680&amp;utm_medium=social&amp;utm_source=twitter.com&amp;utm_campaign=buffer</a></p> <p>7:00 PM</p> <p>Preteens and teens still need vaccines (including HPV vaccines) <a href="http://buff.ly/1PaDclV">http://buff.ly/1PaDclV</a> #ccfsc #cervicalcancer</p> <p>Full URL:  <a href="http://www.cdc.gov/vaccines/who/teens/index.html?utm_content=bufferdb4&amp;utm_medium=social&amp;utm_source=twitter.com&amp;utm_campaign=buffer">http://www.cdc.gov/vaccines/who/teens/index.html?utm_content=bufferdb4&amp;utm_medium=social&amp;utm_source=twitter.com&amp;utm_campaign=buffer</a></p>
11	<p>8:00 AM Post</p> <p>If there were a vaccine against cancer wouldn't you get it for your kids? Good news – there is and you can! Check out the CDC's website for more information about human papillomavirus (HPV) and how to get vaccinated.  <a href="http://www.cdc.gov/vaccines/who/teens/vaccines/hpv.html?s_CID=tw_STD0152089&amp;utm_content=bufferfdc40&amp;utm_medium=social&amp;utm_source=twitter.com&amp;utm_campaign=buffer#why">http://www.cdc.gov/vaccines/who/teens/vaccines/hpv.html?s_CID=tw_STD0152089&amp;utm_content=bufferfdc40&amp;utm_medium=social&amp;utm_source=twitter.com&amp;utm_campaign=buffer#why</a></p>	<p>7:00 AM</p> <p>If there were a vaccine against #cancer wouldn't you get it for your kids? There is, you can!  <a href="http://buff.ly/1RmdvTo">http://buff.ly/1RmdvTo</a></p> <p>Full URL:  <a href="http://www.cdc.gov/vaccines/who/teens/vaccines/hpv.html?s_CID=tw_STD0152089&amp;utm_content=bufferfdc40&amp;utm_medium=social&amp;utm_source=twitter.com&amp;utm_campaign=buffer#why">http://www.cdc.gov/vaccines/who/teens/vaccines/hpv.html?s_CID=tw_STD0152089&amp;utm_content=bufferfdc40&amp;utm_medium=social&amp;utm_source=twitter.com&amp;utm_campaign=buffer#why</a></p>

	<p>12:00 PM Post</p> <p>In this podcast, Dr. Hunter Handsfield answers many frequently asked questions about HPV and the HPV vaccine.  <a href="http://www.ashasexualhealth.org/hpv-faqs/">http://www.ashasexualhealth.org/hpv-faqs/</a></p> <p>7:00 PM Post</p> <p>Not sure when to get vaccinated against HPV? Here are the CDC vaccination schedules for children and adolescents:  <a href="http://www.cdc.gov/vaccines/schedules/hcp/child-adolescent.html?utm_content=buffer2a8d2&amp;utm_medium=social&amp;utm_source=twitter.com&amp;utm_campaign=buffer">http://www.cdc.gov/vaccines/schedules/hcp/child-adolescent.html?utm_content=buffer2a8d2&amp;utm_medium=social&amp;utm_source=twitter.com&amp;utm_campaign=buffer</a></p>	<p>10:00 AM</p> <p>Get your #HPV questions answered in this podcast, "HPV FAQs" <a href="http://buff.ly/1PQsuHY">http://buff.ly/1PQsuHY</a></p> <p>Full URL:  <a href="http://www.ashasexualhealth.org/hpv-faqs/">http://www.ashasexualhealth.org/hpv-faqs/</a></p> <p>1:00 PM</p> <p>CDC #vaccination schedules for children and adolescents: <a href="http://buff.ly/1WX0NOB">http://buff.ly/1WX0NOB</a></p> <p>Full URL:  <a href="http://www.cdc.gov/vaccines/schedules/hcp/child-adolescent.html?utm_content=buffer71680&amp;utm_medium=social&amp;utm_source=twitter.com&amp;utm_campaign=buffer">http://www.cdc.gov/vaccines/schedules/hcp/child-adolescent.html?utm_content=buffer71680&amp;utm_medium=social&amp;utm_source=twitter.com&amp;utm_campaign=buffer</a></p> <p>4:00 PM</p> <p>Learn more about #HPV and how it causes cervical &amp; other types of cancer: <a href="http://buff.ly/1WipsuW">http://buff.ly/1WipsuW</a></p> <p>Full URL:  <a href="http://www.cdc.gov/cancer/hpv/basic_info/?utm_content=buffer3a385&amp;utm_medium=social&amp;utm_source=twitter.com&amp;utm_campaign=buffer">http://www.cdc.gov/cancer/hpv/basic_info/?utm_content=buffer3a385&amp;utm_medium=social&amp;utm_source=twitter.com&amp;utm_campaign=buffer</a></p> <p>7:00 PM</p> <p>HPV Champion Toolkit from the American Academy of Pediatrics #prevent cancer <a href="http://buff.ly/1Mi7TFJ">http://buff.ly/1Mi7TFJ</a></p> <p>Full URL:  <a href="https://www.aap.org/en-us/advocacy-and-policy/aap-health-initiatives/Pages/HPV-Champion-Toolkit.aspx?utm_content=buffer11f27&amp;utm_medium=social&amp;utm_source=twitter.com&amp;utm_campaign=buffer">https://www.aap.org/en-us/advocacy-and-policy/aap-health-initiatives/Pages/HPV-Champion-Toolkit.aspx?utm_content=buffer11f27&amp;utm_medium=social&amp;utm_source=twitter.com&amp;utm_campaign=buffer</a></p>
12	8:00 AM Post	7:00 AM

	<p>Did you know? The HPV vaccine is for girls AND boys, ages 9-26. Be sure to have all of your children vaccinated starting at ages 11-12.  <a href="http://www.cdc.gov/vaccines/who/teens/vaccines/hpv.html?utm_content=buffer1de3c&amp;utm_medium=social&amp;utm_source=twitter.com&amp;utm_campaign=buffer#hpvcancer">http://www.cdc.gov/vaccines/who/teens/vaccines/hpv.html?utm_content=buffer1de3c&amp;utm_medium=social&amp;utm_source=twitter.com&amp;utm_campaign=buffer#hpvcancer</a></p> <p>12:00 PM Post          About 14 million people, including teens, become infected with HPV each year. The good news is that you can get vaccinated against HPV and prevent. Vaccines work!</p> <p>7:00 PM Post          Do you want to know more about the HPV policies in the United States?  <a href="http://www.ncsl.org/research/health/hpv-vaccine-state-legislation-and-statutes/utm_content/buffer52a69/utm_medium/social/utm_campaign/buffer.aspx?utm_source=twitter.com">http://www.ncsl.org/research/health/hpv-vaccine-state-legislation-and-statutes/utm_content/buffer52a69/utm_medium/social/utm_campaign/buffer.aspx?utm_source=twitter.com</a></p>	<p>HPV vaccines are for girls AND boys, age 9-26!  <a href="http://buff.ly/1Mi8Q0F">http://buff.ly/1Mi8Q0F</a></p> <p>Full URL:  <a href="http://www.cdc.gov/vaccines/who/teens/vaccines/hpv.html?utm_content=buffer1de3c&amp;utm_medium=social&amp;utm_source=twitter.com&amp;utm_campaign=buffer#hpvcancer">http://www.cdc.gov/vaccines/who/teens/vaccines/hpv.html?utm_content=buffer1de3c&amp;utm_medium=social&amp;utm_source=twitter.com&amp;utm_campaign=buffer#hpvcancer</a></p> <p>10:00 AM          About 14 million people, including teens, become infected with #HPV each year. Get vaccinated and prevent! #vaccineswork</p> <p>1:00 PM          #HPV vaccine policies in the United States.  <a href="http://buff.ly/1Re6298">http://buff.ly/1Re6298</a></p> <p>Full URL:  <a href="http://www.ncsl.org/research/health/hpv-vaccine-state-legislation-and-statutes/utm_content/buffer52a69/utm_medium/social/utm_campaign/buffer.aspx?utm_source=twitter.com">http://www.ncsl.org/research/health/hpv-vaccine-state-legislation-and-statutes/utm_content/buffer52a69/utm_medium/social/utm_campaign/buffer.aspx?utm_source=twitter.com</a></p> <p>4:00 PM          HPV vaccination today is cancer prevention for the future. Get vaccinated! Vaccinate your children! #hpv #cervicalcancer #preventcancer</p> <p>7:00 PM          Cervical cancer is almost always caused by #HPV. Get vaccinated to prevent the types of HPV that most often cause cervical cancer!</p>
13	<p>8:00 AM Post          Compared to the United States rates, South Carolina has higher rates of HPV vaccinations. This January, spread the word about HPV vaccination</p>	<p>7:00 AM</p>

	<p>and its health benefits! <a href="http://statecancerprofiles.cancer.gov/quick-profiles/index.php?statename=southcarolina&amp;utm_content=bufferd28e5&amp;utm_medium=social&amp;utm_source=twitter.com&amp;utm_campaign=buffer#t=1">http://statecancerprofiles.cancer.gov/quick-profiles/index.php?statename=southcarolina&amp;utm_content=bufferd28e5&amp;utm_medium=social&amp;utm_source=twitter.com&amp;utm_campaign=buffer#t=1</a></p> <p>12:00 PM Post Are you a clinician and need help talking with parents about the HPV vaccine? The CDC has tools for you! You are the key to cancer prevention. <a href="http://www.cdc.gov/hpv/hcp/index.html">http://www.cdc.gov/hpv/hcp/index.html</a></p> <p>7:00 PM Post Visit the HPV Resource Center for online tools and resources to improve vaccination rates: <a href="http://www.adolescentvaccination.org/professional-resources/hpv-resource-center">http://www.adolescentvaccination.org/professional-resources/hpv-resource-center</a></p>	<p>#StateCancerStats Compared to US rates, #SouthCarolina has higher rates of HPV vaccinations <a href="http://buff.ly/1Mi9Odx">http://buff.ly/1Mi9Odx</a></p> <p>Full URL: <a href="http://statecancerprofiles.cancer.gov/quick-profiles/index.php?statename=southcarolina&amp;utm_content=bufferd28e5&amp;utm_medium=social&amp;utm_source=twitter.com&amp;utm_campaign=buffer#t=1">http://statecancerprofiles.cancer.gov/quick-profiles/index.php?statename=southcarolina&amp;utm_content=bufferd28e5&amp;utm_medium=social&amp;utm_source=twitter.com&amp;utm_campaign=buffer#t=1</a></p> <p>10:00 AM #Clinicians- Need help talking with parents about HPV vaccine? Here are tools to help: <a href="http://buff.ly/1WhEJS3">http://buff.ly/1WhEJS3</a></p> <p>Full URL: <a href="http://www.cdc.gov/vaccines/who/teens/for-hcp/hpv-resources.html?s_CID=tw_STD01512036">http://www.cdc.gov/vaccines/who/teens/for-hcp/hpv-resources.html?s_CID=tw_STD01512036</a></p> <p>1:00 PM Visit #HPV Resource Center for online tools &amp; resources to improve vaccination rates <a href="http://buff.ly/1PQv6pa">http://buff.ly/1PQv6pa</a></p> <p>Full URL: <a href="http://www.adolescentvaccination.org/professional-resources/hpv-resource-center">http://www.adolescentvaccination.org/professional-resources/hpv-resource-center</a></p> <p>4:00 PM #Women, #girls, YOU have the power to shape your future! Ask for the #HPV vaccine! <a href="http://buff.ly/1P4MeWL">http://buff.ly/1P4MeWL</a></p> <p>Full URL: <a href="http://www.cdc.gov/std/hpv/stdfact-hpv-vaccine-young-women.htm?s_CID=tw_STD0152033">http://www.cdc.gov/std/hpv/stdfact-hpv-vaccine-young-women.htm?s_CID=tw_STD0152033</a></p>
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		<p>7:00 PM</p> <p>In the U.S., HPV infections cause over 17,000 cancers in women each year. Get HPV vax to prevent!</p>
14	<p>8:00 AM Post</p> <p>The HPV vaccination could reduce global deaths from cervical cancer by as much as two-thirds. <a href="http://www.cancer.gov/about-cancer/causes-prevention/risk/infectious-agents/hpv-vaccine-fact-sheet?utm_content=sf41391679&amp;utm_medium=spredfast&amp;utm_source=twitter&amp;utm_campaign=National+Cancer+Institute&amp;cid=tw_NCIMain_nci_Prevention/Risk.HPV_sf41391679#q8">http://www.cancer.gov/about-cancer/causes-prevention/risk/infectious-agents/hpv-vaccine-fact-sheet?utm_content=sf41391679&amp;utm_medium=spredfast&amp;utm_source=twitter&amp;utm_campaign=National+Cancer+Institute&amp;cid=tw_NCIMain_nci_Prevention/Risk.HPV_sf41391679#q8</a></p> <p>12:00 PM Post</p> <p>“So, I would have to say that I’ve become pro-HPV vaccination and often counsel young girls and their parents to get the vaccine to avoid my fate.” –Teresa W., Vulvar Cancer Survivor <a href="http://www.cdc.gov/cancer/knowledge/survivor_stories/teresa.htm">http://www.cdc.gov/cancer/knowledge/survivor_stories/teresa.htm</a></p> <p>7:00 PM Post</p> <p>This podcast explains why kids should be vaccinated against HPV, a virus that can cause cancer and other health problems. <a href="http://go.usa.gov/3FcMG">http://go.usa.gov/3FcMG</a></p>	<p>7:00 AM</p> <p>HPV vaccination could reduce global deaths from cervical cancer by as much as two-thirds: <a href="http://buff.ly/1PQyfFH">http://buff.ly/1PQyfFH</a></p> <p>Full URL: <a href="http://www.cancer.gov/about-cancer/causes-prevention/risk/infectious-agents/hpv-vaccine-fact-sheet?utm_content=sf41391679&amp;utm_medium=spredfast&amp;utm_source=twitter&amp;utm_campaign=National+Cancer+Institute&amp;cid=tw_NCIMain_nci_Prevention/Risk.HPV_sf41391679#q8">http://www.cancer.gov/about-cancer/causes-prevention/risk/infectious-agents/hpv-vaccine-fact-sheet?utm_content=sf41391679&amp;utm_medium=spredfast&amp;utm_source=twitter&amp;utm_campaign=National+Cancer+Institute&amp;cid=tw_NCIMain_nci_Prevention/Risk.HPV_sf41391679#q8</a></p> <p>10:00 AM</p> <p>Vulvar #cancer survivor: “I counsel young girls...to get the HPV vaccine to avoid my fate.” <a href="http://buff.ly/1WivKe5">http://buff.ly/1WivKe5</a></p> <p>Full URL: <a href="http://www.cdc.gov/cancer/knowledge/survivor_stories/teresa.htm">http://www.cdc.gov/cancer/knowledge/survivor_stories/teresa.htm</a></p> <p>1:00 PM</p> <p>The CDC #HPV Portal has information you need about #cancer, #vaccine, &amp; #STD aspects of HPV! <a href="http://buff.ly/1WivUUL">http://buff.ly/1WivUUL</a></p> <p>Full URL: <a href="http://www.cdc.gov/hpv/?s_CID=tw_STD0151979">http://www.cdc.gov/hpv/?s_CID=tw_STD0151979</a></p> <p>4:00 PM</p> <p>#Parents: You don’t open the door to #sex w/ #HPV #vaccine. You close the door to #cancer! <a href="http://buff.ly/1MsYtNY">http://buff.ly/1MsYtNY</a></p>

		<p>Full URL:  <a href="http://www.cdc.gov/vaccines/who/teens/vaccines/hpv.html?s_CID=tw_STD0152023#why">http://www.cdc.gov/vaccines/who/teens/vaccines/hpv.html?s_CID=tw_STD0152023#why</a></p> <p><u>7:00 PM</u>  In 90% of cases, the body's immune system clears #HPV w/in 2 years, but vaccine is crucial for when it doesn't! <a href="http://buff.ly/1MTwAJb">http://buff.ly/1MTwAJb</a></p> <p>Full URL:  <a href="http://www.cdc.gov/std/HPV/STDFact-HPV.htm?s_CID=tw_STD0152116">http://www.cdc.gov/std/HPV/STDFact-HPV.htm?s_CID=tw_STD0152116</a></p>
15	<p>8:00 AM Post  HPV is the most common sexually transmitted infection (STI) in the United States, but most people don't know they have it, or can spread the virus to a partner. Get the HPV vaccine to prevent infection.  <a href="http://www.iwannaknow.org/teens/sti/hpv.html?utm_content=buffer20d2b&amp;utm_medium=social&amp;utm_source=twitter.com&amp;utm_campaign=buffer">http://www.iwannaknow.org/teens/sti/hpv.html?utm_content=buffer20d2b&amp;utm_medium=social&amp;utm_source=twitter.com&amp;utm_campaign=buffer</a></p> <p>12:00 PM Post  In this video, Dr. Sholom Wacholder discusses his HPV vaccine trial work. Take a look:  <a href="https://www.youtube.com/watch?v=jtLFDNWRHTI&amp;feature=youtu.be&amp;utm_content=buffer61cc4&amp;utm_medium=social&amp;utm_source=twitter.com&amp;utm_campaign=buffer&amp;noredirect=1">https://www.youtube.com/watch?v=jtLFDNWRHTI&amp;feature=youtu.be&amp;utm_content=buffer61cc4&amp;utm_medium=social&amp;utm_source=twitter.com&amp;utm_campaign=buffer&amp;noredirect=1</a></p> <p>7:00 PM Post  The HPV vaccine is for males, too! Men, answer your questions about HPV with this fact sheet: <a href="http://www.cdc.gov/std/hpv/hpvandmen-fact-sheet-february-2012.pdf?utm_content=buffer8a0b0&amp;utm_medium=social&amp;utm_source=twitter.com&amp;utm_campaign=buffer">http://www.cdc.gov/std/hpv/hpvandmen-fact-sheet-february-2012.pdf?utm_content=buffer8a0b0&amp;utm_medium=social&amp;utm_source=twitter.com&amp;utm_campaign=buffer</a></p>	<p>7:00 AM  1 in 2 sexually active youth will get STD by age 25, most won't know it. <a href="http://buff.ly/1gz1cX9">http://buff.ly/1gz1cX9</a></p> <p>Full URL:  <a href="http://www.iwannaknow.org/teens/sti/hpv.html?utm_content=buffer20d2b&amp;utm_medium=social&amp;utm_source=twitter.com&amp;utm_campaign=buffer">http://www.iwannaknow.org/teens/sti/hpv.html?utm_content=buffer20d2b&amp;utm_medium=social&amp;utm_source=twitter.com&amp;utm_campaign=buffer</a></p> <p>10:00 AM  Dr. Sholom Wacholder discussing his #HPV vaccine trial work <a href="http://buff.ly/1jYObbG">http://buff.ly/1jYObbG</a></p> <p>Full URL:  <a href="https://www.youtube.com/watch?v=jtLFDNWRHTI&amp;feature=youtu.be&amp;utm_content=buffer61cc4&amp;utm_medium=social&amp;utm_source=twitter.com&amp;utm_campaign=buffer">https://www.youtube.com/watch?v=jtLFDNWRHTI&amp;feature=youtu.be&amp;utm_content=buffer61cc4&amp;utm_medium=social&amp;utm_source=twitter.com&amp;utm_campaign=buffer</a></p> <p>1:00 PM  Men, answer your questions about #HPV with this fact sheet: <a href="http://buff.ly/1Mn3eTl">http://buff.ly/1Mn3eTl</a></p> <p>Full URL:  <a href="http://www.cdc.gov/std/hpv/hpvandmen-fact-sheet-february-2012.pdf?utm_content=buffer8a0b0&amp;utm_medium=social&amp;utm_source=twitter.com&amp;utm_campaign=buffer">http://www.cdc.gov/std/hpv/hpvandmen-fact-sheet-february-2012.pdf?utm_content=buffer8a0b0&amp;utm_medium=social&amp;utm_source=twitter.com&amp;utm_campaign=buffer</a></p>



		<p>4:00 PM</p> <p>3 Things Parents Need to Know about Preventing Cancers <a href="http://buff.ly/1P4TbXU">http://buff.ly/1P4TbXU</a> #HPVvax</p> <p>Full URL: <a href="http://www.cdc.gov/hpv/infographics/3-things-parents-hpv.pdf">http://www.cdc.gov/hpv/infographics/3-things-parents-hpv.pdf</a></p> <p>7:00 PM</p> <p>Today, there is a strong weapon to prevent several types of cancer in kids: the #HPV vaccine. <a href="http://buff.ly/1WiyN63">http://buff.ly/1WiyN63</a></p> <p>Full URL: <a href="http://www.cdc.gov/vaccines/vpd-vac/hpv/downloads/dis-hpv-color-office.pdf">http://www.cdc.gov/vaccines/vpd-vac/hpv/downloads/dis-hpv-color-office.pdf</a></p>
16	<p>8:00 AM Post</p> <p>HPV vaccine prevents infection with the most harmful kinds of HPV. The HPV vaccine is safe, effective, and can protect people from most of the cancers caused by HPV. <a href="http://www.cdc.gov/vaccines/vpd-vac/hpv/vac-faqs.htm">http://www.cdc.gov/vaccines/vpd-vac/hpv/vac-faqs.htm</a></p> <p>12:00 PM Post</p> <p>“As parents, you do everything you can to protect your children’s health for now and for the future. Today, there is a strong weapon to prevent several types of cancer in our kids: the HPV vaccine. <a href="http://www.cdc.gov/vaccines/vpd-vac/hpv/downloads/dis-hpv-color-office.pdf">http://www.cdc.gov/vaccines/vpd-vac/hpv/downloads/dis-hpv-color-office.pdf</a></p> <p>7:00 PM Post</p> <p>What are the 3 things parents should know about preventing cancer? Take a look at this CDC infographic to find out! <a href="http://www.cdc.gov/hpv/infographics/3-things-parents-hpv.pdf">http://www.cdc.gov/hpv/infographics/3-things-parents-hpv.pdf</a></p>	<p>7:00 AM</p> <p>#HPVvax prevents infection w/ the most harmful kinds of HPV. <a href="http://buff.ly/1MTBvtx">http://buff.ly/1MTBvtx</a></p> <p>Full URL: <a href="http://www.cdc.gov/vaccines/vpd-vac/hpv/vac-faqs.htm">http://www.cdc.gov/vaccines/vpd-vac/hpv/vac-faqs.htm</a></p> <p>10:00 AM</p> <p>The HPV vaccine is a strong weapon to prevent cancer in our kids! <a href="http://buff.ly/1WiyN63">http://buff.ly/1WiyN63</a></p> <p>Full URL: <a href="http://www.cdc.gov/vaccines/vpd-vac/hpv/downloads/dis-hpv-color-office.pdf">http://www.cdc.gov/vaccines/vpd-vac/hpv/downloads/dis-hpv-color-office.pdf</a></p> <p>1:00 PM</p> <p>#Parents, here’s what you need to know about preventing HPV-related cancer: <a href="http://buff.ly/1P4TbXU">http://buff.ly/1P4TbXU</a></p>

		<p>Full URL: <a href="http://www.cdc.gov/hpv/infographics/3-things-parents-hpv.pdf">http://www.cdc.gov/hpv/infographics/3-things-parents-hpv.pdf</a></p> <p>4:00 PM Do you know why boys need #HPV vaccine too? <a href="http://buff.ly/1P4V9aF">http://buff.ly/1P4V9aF</a></p> <p>Full URL: <a href="http://www.cdc.gov/features/hpvpaccineboys/">http://www.cdc.gov/features/hpvpaccineboys/</a></p> <p>7:00 PM 27,000 people get cancer caused by HPV every year in the U.S. Most of these cancers can be prevented by HPV vax.</p>
<b>Cervical Cancer Facts</b>		
17	<p>8:00 AM Post What are the risk factors for cervical cancer? There are many: <a href="http://www.cdc.gov/cancer/cervical/basic_info/risk_factors.htm">http://www.cdc.gov/cancer/cervical/basic_info/risk_factors.htm</a></p> <p>12:00 PM Post This fact sheet about cervical cancer is part of the CDC's "Inside Knowledge: Get the Facts About Gynecologic Cancer" campaign. The campaign helps women get the facts about gynecologic cancer, providing important "inside knowledge" about their bodies and health. <a href="http://www.cdc.gov/cancer/cervical/pdf/cervical_facts.pdf">http://www.cdc.gov/cancer/cervical/pdf/cervical_facts.pdf</a></p> <p>7:00 PM Post Cancer isn't only determined by uncontrollable factors. Healthy diet and exercise is important too! Learn more about how you can stay healthy and prevent cervical cancer. <a href="http://www.cancer.org/healthy/index?utm_content=buffer4745a&amp;utm_medium=social&amp;utm_source=twitter.com&amp;utm_campaign=buffer">http://www.cancer.org/healthy/index?utm_content=buffer4745a&amp;utm_medium=social&amp;utm_source=twitter.com&amp;utm_campaign=buffer</a></p>	<p>7:00 AM All women are at risk for #CervicalCancer. Learn more: <a href="http://buff.ly/1Min8iO">http://buff.ly/1Min8iO</a></p> <p>Full URL: <a href="http://www.cdc.gov/cancer/cervical/basic_info/risk_factors.htm">http://www.cdc.gov/cancer/cervical/basic_info/risk_factors.htm</a></p> <p>10:00 AM Check out this cervical cancer #fact sheet to learn more: <a href="http://buff.ly/1WhNgEC">http://buff.ly/1WhNgEC</a></p> <p>Full URL: <a href="http://www.cdc.gov/cancer/cervical/pdf/cervical_facts.pdf">http://www.cdc.gov/cancer/cervical/pdf/cervical_facts.pdf</a></p> <p>1:00 PM #Cancer isn't only determined by uncontrollable factors; healthy diet &amp; exercise are important too! Want to know more? <a href="http://buff.ly/1P50WwU">http://buff.ly/1P50WwU</a></p>

		<p>Full URL:  <a href="http://www.cancer.org/healthy/index?utm_content=buffer4745a&amp;utm_medium=social&amp;utm_source=twitter.com&amp;utm_campaign=buffer">http://www.cancer.org/healthy/index?utm_content=buffer4745a&amp;utm_medium=social&amp;utm_source=twitter.com&amp;utm_campaign=buffer</a></p> <p>4:00 PM  Learn about #cervicalcancer from @AmericanCancer  <a href="http://buff.ly/1MTIX87">http://buff.ly/1MTIX87</a></p> <p>Full URL:  <a href="http://www.cancer.org/cancer/cervicalcancer/index?utm_content=bufferd983d&amp;utm_medium=social&amp;utm_source=twitter.com&amp;utm_campaign=buffer">http://www.cancer.org/cancer/cervicalcancer/index?utm_content=bufferd983d&amp;utm_medium=social&amp;utm_source=twitter.com&amp;utm_campaign=buffer</a></p> <p>7:00 PM  Get the facts about gynecologic cancer from these survivor stories. <a href="http://buff.ly/1WhNviW">http://buff.ly/1WhNviW</a></p> <p>Full URL:  <a href="http://www.cdc.gov/cancer/knowledge/survivor_stories.htm">http://www.cdc.gov/cancer/knowledge/survivor_stories.htm</a></p>
18	<p>8:00 AM Post  About 528,000 women are diagnosed with cervical cancer every year, mostly in less developed regions. Worldwide, cervical cancer is the 4<sup>th</sup> most common cause of cancer death in women.  <a href="http://www.cdc.gov/cancer/gynecologic/what_cdc_is_doing/cc_worldwide.htm">http://www.cdc.gov/cancer/gynecologic/what_cdc_is_doing/cc_worldwide.htm</a></p> <p>12:00 PM Post  It is important to pay attention to your body and what is normal for you, so you can recognize the warning signs or symptoms of cervical cancer. Find out more about gynecologic cancer symptoms here:  <a href="http://www.cdc.gov/cancer/gynecologic/basic_info/symptoms.htm">http://www.cdc.gov/cancer/gynecologic/basic_info/symptoms.htm</a></p> <p>7:00 PM Post</p>	<p>7:00 AM  The CDC is fighting #CervicalCancer worldwide!  <a href="http://buff.ly/1WhOhMI">http://buff.ly/1WhOhMI</a></p> <p>Full URL:  <a href="http://www.cdc.gov/cancer/gynecologic/what_cdc_is_doing/cc_worldwide.htm">http://www.cdc.gov/cancer/gynecologic/what_cdc_is_doing/cc_worldwide.htm</a></p> <p>10:00 PM  Possible symptoms of gynecologic #cancer (cervical, ovarian, uterine, vaginal, vulvar):  <a href="http://buff.ly/1Mip2PA">http://buff.ly/1Mip2PA</a></p> <p>Full URL:  <a href="http://www.cdc.gov/cancer/gynecologic/basic_info/symptoms.htm">http://www.cdc.gov/cancer/gynecologic/basic_info/symptoms.htm</a></p> <p>1:00 PM</p>

	<p>No woman should die of cervical cancer. As many as 93% of cervical cancers could be prevented by screening and HPV vaccination!  <a href="http://www.cdc.gov/vitalSigns/cervical-cancer/">http://www.cdc.gov/vitalSigns/cervical-cancer/</a></p>	<p>No woman should die of #CervicalCancer. Most cases are preventable! <a href="http://buff.ly/1WhOpvU">http://buff.ly/1WhOpvU</a></p> <p>Full URL:  <a href="http://www.cdc.gov/vitalSigns/cervical-cancer/">http://www.cdc.gov/vitalSigns/cervical-cancer/</a></p> <p>4:00 PM  @CDC_Cancer has great HPV-related cancer info!  <a href="http://buff.ly/1WhOuQe">http://buff.ly/1WhOuQe</a></p> <p>Full URL:  <a href="http://www.cdc.gov/cancer/cervical/?s_CID=tw_STD0151963">http://www.cdc.gov/cancer/cervical/?s_CID=tw_STD0151963</a></p> <p>7:00 PM  The Link Between HPV and Cancer:  <a href="http://buff.ly/1VNTzQ1">http://buff.ly/1VNTzQ1</a></p> <p>Full URL:  <a href="http://www.cdc.gov/hpv/parents/cancer.html?utm_content=buffer2b887&amp;utm_medium=social&amp;utm_source=twitter.com&amp;utm_campaign=buffer">http://www.cdc.gov/hpv/parents/cancer.html?utm_content=buffer2b887&amp;utm_medium=social&amp;utm_source=twitter.com&amp;utm_campaign=buffer</a></p>
19	<p>8:00 AM Post  Each year, more than 12,000 women in the United States get cervical cancer, but it can be prevented by getting an HPV vaccine, visiting your doctor for a Pap test when recommended and not smoking. Find out more:  <a href="http://www.cdc.gov/cancer/cervical/pdf/cervical_facts.pdf">http://www.cdc.gov/cancer/cervical/pdf/cervical_facts.pdf</a></p> <p>12:00 PM Post  The National Cervical Cancer Coalition (NCCC) offers a free ebook of essays from cervical cancer survivors and family members, providing personal perspectives on the physical and emotional impact of cervical cancer. Read their stories here: <a href="http://www.nccc-online.org/find-support/survivor-stories/">http://www.nccc-online.org/find-support/survivor-stories/</a></p> <p>7:00 PM Post</p>	<p>7:00 AM  Did you know smoking can increase your risk of #CervicalCancer? Get the facts from @CDC_gov and call 1-800-QUIT-NOW <a href="http://buff.ly/1Wx8w9g">http://buff.ly/1Wx8w9g</a></p> <p>Full URL:  <a href="http://www.cdc.gov/cancer/cervical/pdf/cervical_facts.pdf?utm_content=buffer79eaa&amp;utm_medium=social&amp;utm_source=twitter.com&amp;utm_campaign=buffer">http://www.cdc.gov/cancer/cervical/pdf/cervical_facts.pdf?utm_content=buffer79eaa&amp;utm_medium=social&amp;utm_source=twitter.com&amp;utm_campaign=buffer</a></p> <p>10:00 AM  Clinicians: You are the key to closing the door to #CervicalCancer. Watch this video on the importance of #HPVvax <a href="http://buff.ly/1LQFWHQ">http://buff.ly/1LQFWHQ</a></p> <p>Full URL:</p>

	<p>Early on, cervical cancer may not cause signs and symptoms. Advanced cervical cancer may cause bleeding or discharge from the vagina that is not normal for you, such as bleeding after sex. Symptoms may be caused by something other than cancer, but the only way to know is to see your doctor:</p> <p><a href="http://www.cdc.gov/cancer/knowledge/pdf/CDC_GYN_SymptomsDiary.pdf">http://www.cdc.gov/cancer/knowledge/pdf/CDC_GYN_SymptomsDiary.pdf</a></p>	<p><a href="https://www.youtube.com/watch?v=E36aShFIEYo">https://www.youtube.com/watch?v=E36aShFIEYo</a></p> <p>1:00 PM Attention clinicians! @CDC_gov and partners suggest strongly recommending #HPVvax for girls AND boys at ages 11-12 <a href="http://buff.ly/1SpZ1Df">http://buff.ly/1SpZ1Df</a></p> <p>Full URL: <a href="http://www.cdc.gov/hpv/hcp/index.html">http://www.cdc.gov/hpv/hcp/index.html</a></p> <p>4:00 PM Did you know that as many as 93% of #CervicalCancers could be prevented by screening and getting the #HPVvax? <a href="http://buff.ly/1OpBd3I">http://buff.ly/1OpBd3I</a></p> <p>Full URL: <a href="http://www.cdc.gov/vitalsigns/pdf/2014-11-vitalsigns.pdf">http://www.cdc.gov/vitalsigns/pdf/2014-11-vitalsigns.pdf</a></p> <p>7:00 PM More than 4,000 women die of #CervicalCancer each year, but you CAN prevent it w/ screening &amp; HPVvax!</p>
20	<p>8:00 AM Post The Inside Knowledge campaign raises awareness of the five main types of gynecologic cancer: cervical, ovarian, uterine, vaginal, and vulvar. Inside Knowledge encourages women to pay attention to their bodies, so they can recognize any warning signs and seek medical care.</p> <p><a href="http://www.cdc.gov/cancer/knowledge/?utm_content=buffer6356a&amp;utm_medium=social&amp;utm_source=facebook.com&amp;utm_campaign=buffer">http://www.cdc.gov/cancer/knowledge/?utm_content=buffer6356a&amp;utm_medium=social&amp;utm_source=facebook.com&amp;utm_campaign=buffer</a></p> <p>12:00 PM Post “Cervical cancer was once one of the most common causes of cancer death for American women. But over the last 30 years, the cervical cancer death rate has gone down by more than 50%. The main reason for this</p>	<p>7:00 AM The CDC’s Inside Knowledge campaign has the facts you need about gynecologic cancer: <a href="http://buff.ly/1kwOr1t">http://buff.ly/1kwOr1t</a></p> <p>Full URL: <a href="http://www.cdc.gov/cancer/knowledge/?utm_content=buffer6356a&amp;utm_medium=social&amp;utm_source=facebook.com&amp;utm_campaign=buffer">http://www.cdc.gov/cancer/knowledge/?utm_content=buffer6356a&amp;utm_medium=social&amp;utm_source=facebook.com&amp;utm_campaign=buffer</a></p> <p>10:00 AM Over the last 30 yrs, the #CervicalCancer death rate has gone down by more than 50% due to Pap tests!</p>

	<p>change was the increased use of the Pap test. This screening procedure can find changes in the cervix before cancer develops.” –The American Cancer Society</p> <p>7:00 PM Post  “Many older women do not realize that the risk of developing cervical cancer is still present as they age. More than 15% of cases of cervical cancer are found in women over 65.” –The American Cancer Society</p>	<p>1:00 PM  More than 15% of cases of #CervicalCancer are found in women over 65.</p> <p>4:00 PM  Learn about #CervicalCancer from @AmericanCancer: <a href="http://buff.ly/1VC8FCF">http://buff.ly/1VC8FCF</a></p> <p>Full URL:  <a href="http://www.cancer.org/cancer/cervicalcancer/index?utm_content=buffer8b272&amp;utm_medium=social&amp;utm_source=twitter.com&amp;utm_campaign=buffer">http://www.cancer.org/cancer/cervicalcancer/index?utm_content=buffer8b272&amp;utm_medium=social&amp;utm_source=twitter.com&amp;utm_campaign=buffer</a></p> <p>7:00 PM  Check out this cervical cancer fact sheet to learn more: <a href="http://buff.ly/1VBxj6q">http://buff.ly/1VBxj6q</a> #ccfsc #cervicalcancer</p> <p>Full URL:  <a href="http://www.cdc.gov/cancer/cervical/pdf/cervical_facts.pdf?utm_content=bufferd406f&amp;utm_medium=social&amp;utm_source=twitter.com&amp;utm_campaign=buffer">http://www.cdc.gov/cancer/cervical/pdf/cervical_facts.pdf?utm_content=bufferd406f&amp;utm_medium=social&amp;utm_source=twitter.com&amp;utm_campaign=buffer</a></p>
21	<p>8:00 AM Post  What do you need to know about cervical cancer? Check out the National Cancer Institute’s booklet about cervical cancer risk factors, symptoms, prevention methods, and treatment. Remember: no woman should die of cervical cancer. We can prevent!  <a href="http://www.cancer.gov/publications/patient-education/cervix.pdf">http://www.cancer.gov/publications/patient-education/cervix.pdf</a></p> <p>12:00 PM Post  “As recently as the 1940s, cervical cancer was a major cause of death among women of childbearing age in the United States. However, with the introduction in the 1950s of the Papanicolaou (Pap) smear – a simple test in which a sample of cervical cells is examined under a microscope to detect cellular abnormalities – the incidence of invasive cervical cancer declined dramatically. Between 1955 and 1992, U.S. cervical cancer</p>	<p>7:00 AM  Check out the National Cancer Institute’s booklet on cervical cancer! #facts <a href="http://buff.ly/1GWaTeY">http://buff.ly/1GWaTeY</a></p> <p>Full URL:  <a href="http://www.cancer.gov/publications/patient-education/cervix.pdf">http://www.cancer.gov/publications/patient-education/cervix.pdf</a></p> <p>10:00 AM  U.S. cervical cancer incidence &amp; death rates declined by more than 60% with intro of Pap smear. Women, get screened!</p> <p>1:00 PM  All women are at risk for #CervicalCancer! Each year 12,000 women in the U.S. will be diagnosed.</p>

	<p>incidence and death rates declined by more than 60%.” –National Institutes of Health</p> <p>7:00 PM Post</p> <p>All women are at risk for cervical cancer! It occurs most often in women over age 30. Each year, approximately 12,000 women in the United States get cervical cancer.</p>	<p>4:00 PM</p> <p>#CervicalCancer occurs most often in women over age 30 #ccfsc #preventcancer</p> <p>7:00 PM</p> <p>When #CervicalCancer is found early, it is highly treatable &amp; associated w/ long survival and good quality of life. Get screened &amp; HPV-vaccinated now!</p>
22	<p>8:00 AM Post</p> <p>The National HPV Vaccination Roundtable, established by the American Cancer Society and the Centers for Disease Control and Prevention in 2014, is a national coalition dedicated to reducing the incidence of and mortality from HPV-associated cancer in the United States, through coordinated leadership and strategic planning. Check out their website for more facts about cervical cancer and prevention, and how you can get involved:</p> <p><a href="http://www.cancer.org/healthy/informationforhealthcareprofessionals/nationalhpv Vaccination Roundtable/index">http://www.cancer.org/healthy/informationforhealthcareprofessionals/nationalhpv Vaccination Roundtable/index</a></p> <p>12:00 PM Post</p> <p>Some of the risk factors for cervical cancer include: increased number of sexual partners, young age at time of first sexual intercourse, low socioeconomic status, and history of smoking.</p> <p>7:00 PM Post</p> <p>Did you know that early cervical cancer may not cause noticeable signs or symptoms? Possible signs and symptoms of cervical cancer include the following: vaginal bleeding, unusual vaginal discharge, pelvic pain, and bleeding after sexual intercourse.</p>	<p>7:00 AM</p> <p>The National #HPV Vaccination Roundtable is dedicated to reducing the incidence &amp; mortality from HPV-associated cancer! <a href="http://buff.ly/1GWeVUP">http://buff.ly/1GWeVUP</a></p> <p>Full URL: <a href="http://www.cancer.org/healthy/informationforhealthcareprofessionals/nationalhpv Vaccination Roundtable/index">http://www.cancer.org/healthy/informationforhealthcareprofessionals/nationalhpv Vaccination Roundtable/index</a></p> <p>10:00 AM</p> <p>Some risk factors for #CervicalCancer include increased # of sexual partners, young age @ first intercourse, &amp; smoking history #facts #ccfsc</p> <p>1:00 PM</p> <p>#CervicalCancer may not cause noticeable symptoms! Be aware of your body. Know the signs.</p> <p><a href="http://buff.ly/1HwM8pH">http://buff.ly/1HwM8pH</a></p> <p>Full URL: <a href="http://www.cancer.org/cancer/cervicalcancer/moreinformation/cervicalcancerpreventionandearlydetection/cervical-cancer-prevention-and-early-detection-cervical-cancer-signs-and-symptoms">http://www.cancer.org/cancer/cervicalcancer/moreinformation/cervicalcancerpreventionandearlydetection/cervical-cancer-prevention-and-early-detection-cervical-cancer-signs-and-symptoms</a></p> <p>4:00 PM</p>

		<p>Are you listening to your body? Learn the symptoms and get the inside facts about #CervicalCancer <a href="http://buff.ly/1Qekn7o">http://buff.ly/1Qekn7o</a></p> <p>Full URL:  <a href="https://www.youtube.com/watch?v=NLX3TwVuCk&amp;feature=youtu.be&amp;utm_content=buffer45337&amp;utm_medium=social&amp;utm_source=twitter.com&amp;utm_campaign=buffer">https://www.youtube.com/watch?v=NLX3TwVuCk&amp;feature=youtu.be&amp;utm_content=buffer45337&amp;utm_medium=social&amp;utm_source=twitter.com&amp;utm_campaign=buffer</a></p> <p>7:00 PM  More than 50% of new cervical cancers are in women who have never been screened or have not been screened in previous 5 years.</p>
23	<p>8:00 AM Post  Cervical cancer does not discriminate. It touches the lives of women all over the world. Cervical cancer is the FOURTH most common cancer in women, and the SEVENTH overall, with an estimated 528,000 new cases in 2012. Together, we can stop the burden of cervical cancer by raising awareness about screening and HPV vaccination among our family members and friends. No woman should die of this disease!</p> <p>12:00 PM Post  “Cervical cancer usually develops slowly over time. Before cancer appears in the cervix, the cells of the cervix go through a series of changes in which cells that are not normal begin to appear in the cervical tissue. When cells change from being normal cells to abnormal cells, it is called dysplasia. Depending on the number of abnormal cells, dysplasia may go away without treatment. The more abnormal cells there are, the less likely they are to go away. Over time, dysplasia that is not treated may turn into cancer.” –National Cancer Institute  <a href="http://www.cancer.gov/types/cervical/patient/cervical-prevention-pdq">http://www.cancer.gov/types/cervical/patient/cervical-prevention-pdq</a></p> <p>7:00 PM Post</p>	<p>7:00 AM  #CervicalCancer is the 4<sup>th</sup> most common cancer in women &amp; the 7<sup>th</sup> overall, w/ an estimated 528,000 new cases in 2012.</p> <p>10:00 AM  Dysplasia is when cells change from normal to abnormal. Untreated dysplasia may turn into #CervicalCancer <a href="http://buff.ly/1HDYP2d">http://buff.ly/1HDYP2d</a></p> <p>Full URL:  <a href="http://www.cancer.gov/types/cervical/patient/cervical-prevention-pdq">http://www.cancer.gov/types/cervical/patient/cervical-prevention-pdq</a></p> <p>1:00 PM  A diagnosis of #CervicalCancer was once a death sentence, but now it’s a preventable &amp; treatable illness! #ccfsc <a href="http://buff.ly/1OGR9Pe">http://buff.ly/1OGR9Pe</a></p> <p>Full URL:  <a href="http://preventcancer.org/wp-content/uploads/2012/04/InfoGraph_CervicalCancer.jpg">http://preventcancer.org/wp-content/uploads/2012/04/InfoGraph_CervicalCancer.jpg</a></p>



	<p>There has been groundbreaking advancement made in the early detection and prevention of cervical cancer. A diagnosis of cervical cancer was once a death sentence, but now it is a preventable and treatable illness!</p> <p><a href="http://preventcancer.org/wp-content/uploads/2012/04/InfoGraph_CervicalCancer.jpg">http://preventcancer.org/wp-content/uploads/2012/04/InfoGraph_CervicalCancer.jpg</a></p>	<p>4:00 PM</p> <p>The 5-year survival rate is close to 75% for women diagnosed with cervical cancer #fact</p> <p>7:00 PM</p> <p>The #CervicalCancer death rate continues to decline by about 3% each year due to increased screenings!</p>
<b>Cervical Cancer in South Carolina</b>		
24	<p>8:00 AM Post</p> <p>For the last week of Cervical Health Awareness month, we want to highlight the burden of cervical cancer in South Carolina, along with the individuals and organizations who are working hard to make our state FREE of this disease!</p> <p>12:00 PM Post</p> <p>Based on 2010 data, South Carolina ranked 14<sup>th</sup> in the United States in cervical cancer incidence and 7<sup>th</sup> in cervical cancer mortality. In 2011, the incidence of cervical cancer in South Carolina was 8.0 cases per 100,000. In 2012, the mortality of cervical cancer in South Carolina was 2.3 deaths per 100,000. Although there have been improvements over time, there is still much to be done!</p> <p>7:00 PM Post</p> <p>Compared to United States rates, South Carolina has higher rates of HPV vaccinations. Keep up the good work! Continue to vaccinate your children and spread awareness about the importance of the HPV vaccine.</p> <p><a href="http://statecancerprofiles.cancer.gov/quick-profiles/index.php?statename=southcarolina&amp;utm_content=buffercde5c&amp;utm_medium=social&amp;utm_source=twitter.com&amp;utm_campaign=buffer">http://statecancerprofiles.cancer.gov/quick-profiles/index.php?statename=southcarolina&amp;utm_content=buffercde5c&amp;utm_medium=social&amp;utm_source=twitter.com&amp;utm_campaign=buffer</a></p>	<p>7:00 AM</p> <p>This week we'll be focusing on #CervicalCancer in South Carolina! Stay tuned for interesting facts and info.</p> <p>10:00 AM</p> <p>In 2010, SC ranked 14<sup>th</sup> in US cervical cancer incidence &amp; 7<sup>th</sup> in cervical cancer mortality #fact #ccfsc</p> <p>1:00 PM</p> <p>In 2011, the incidence of #CervicalCancer in SC was 8.0 cases per 100,000 #fact #ccfsc</p> <p>4:00 PM</p> <p>In 2012, the mortality of #CervicalCancer in SC was 2.3 deaths per 100,000 #fact #ccfsc</p> <p>7:00 PM</p> <p>#StateCancerStats Compared to US rates, #SouthCarolina has higher rates of HPV vaccinations</p> <p><a href="http://buff.ly/1Q2Bgj6">http://buff.ly/1Q2Bgj6</a></p>

		<p>Full URL:  <a href="http://statecancerprofiles.cancer.gov/quick-profiles/index.php?statername=southcarolina&amp;utm_content=buffercde5c&amp;utm_medium=social&amp;utm_source=twitter.com&amp;utm_campaign=buffer">http://statecancerprofiles.cancer.gov/quick-profiles/index.php?statername=southcarolina&amp;utm_content=buffercde5c&amp;utm_medium=social&amp;utm_source=twitter.com&amp;utm_campaign=buffer</a></p>
25	<p>8:00 AM Post</p> <p>Cervical Cancer-Free South Carolina is a member state of the Cervical Cancer-Free Coalition focused on eliminating cervical cancer through screening, follow-up care, vaccination, and education. Cervical Cancer-Free South Carolina consists of individual and organizational partners committed to increasing participation in cervical cancer screening; increasing adherence to follow-up care of abnormal screening results; increasing rates of HPV vaccination; and seeking additional funding to support cervical cancer screening and HPV vaccination in South Carolina.</p> <p>12:00 PM Post</p> <p>Dr. Heather Brandt is one of our Cervical Cancer-Free South Carolina Co-Chairs! Aside from her many CCFSC-related duties, Dr. Brandt is an Associate Professor in the Department of Health Promotion, Education and Behavior in the Arnold School of Public Health at the University of South Carolina. Some of her areas of research include health disparities, cancer screening, community-based participatory research, and women's health. Dr. Brandt works relentlessly to eliminate cervical cancer in South Carolina, and she encourages you all to utilize the HPV vaccine and Pap tests to protect your own health!</p> <p><a href="https://www.sc.edu/study/colleges_schools/public_health/centers_institutes/cpcp/faculty-staff/brandt.php">https://www.sc.edu/study/colleges_schools/public_health/centers_institutes/cpcp/faculty-staff/brandt.php</a></p> <p>7:00 PM Post</p> <p>Dr. Jennifer Young-Pierce is one of our Cervical Cancer-Free South Carolina Co-Chairs! She is an Assistant Professor of Gynecologic Oncology at the Medical University of South Carolina, where she is also an OB/GYN. Dr. Pierce has research interests in health disparities, HPV, and cervical cancer treatment and prevention. She dedicates much of her time to fighting</p>	<p>7:00 AM</p> <p>CCFSC's focus is to eliminate cervical cancer through screening, follow-up care, vaccination, and education. We want to end #CervicalCancer in SC &amp; beyond!</p> <p>10:00 AM</p> <p>@BlondeScientist is one of our CCFSC Co-Chairs! She works relentlessly to eliminate #CervicalCancer in SC.</p> <p><a href="http://buff.ly/1STwV3B">http://buff.ly/1STwV3B</a></p> <p>Full URL:  <a href="https://www.sc.edu/study/colleges_schools/public_health/centers_institutes/cpcp/faculty-staff/brandt.php">https://www.sc.edu/study/colleges_schools/public_health/centers_institutes/cpcp/faculty-staff/brandt.php</a></p> <p>1:00 PM</p> <p>@JYoungPierce is one of our CCFSC Co-Chairs! She is dedicated to fighting #CervicalCancer in SC.</p> <p><a href="http://buff.ly/2OWHIES">http://buff.ly/2OWHIES</a></p> <p>Full URL:  <a href="https://www.muschealth.org/providerdirectory/Young-Pierce-Jennifer">https://www.muschealth.org/providerdirectory/Young-Pierce-Jennifer</a></p> <p>4:00 PM</p> <p>CCFSC is committed to increasing cervical cancer screening. Find out what YOU should know about screening: <a href="http://buff.ly/2OWHLLh">http://buff.ly/2OWHLLh</a></p> <p>Full URL:  <a href="http://www.cdc.gov/cancer/cervical/basic_info/screening.htm">http://www.cdc.gov/cancer/cervical/basic_info/screening.htm</a></p>

	<p>cervical cancer in South Carolina, and she hopes that you will continue to get HPV-vaccinated and screened for cervical cancer.</p> <p><a href="https://www.muschealth.org/providerdirectory/Young-Pierce-Jennifer">https://www.muschealth.org/providerdirectory/Young-Pierce-Jennifer</a></p>	<p>7:00 PM</p> <p>The Co-Chairs of #CCFSC are @BlondeScientist &amp; @JYoungPierce. Tweet them your questions about #HPV #HPVvax #CervicalCancer!</p>
26	<p>8:00 AM Post</p> <p>Have you heard about the Best Chance Network (BCN)? BCN is the South Carolina Breast and Cervical Cancer Early Detection Program. Their goal is to reduce mortality from breast and cervical cancer among medically underserved women in South Carolina. Do you qualify to receive services through BCN? Find out here:</p> <p><a href="http://www.cancer.org/myacs/southatlantic/programsandservices/best-chance-network-provides-cancer-screening-for-south-carolina-women">http://www.cancer.org/myacs/southatlantic/programsandservices/best-chance-network-provides-cancer-screening-for-south-carolina-women</a></p> <p>12:00 PM Post</p> <p>The National Cervical Cancer Coalition is a growing coalition of people battling cervical cancer and HPV-related issues. Did you know that there is a South Carolina Chapter of the coalition? This chapter was started in order to spread accurate information regarding cervical cancer, HPV, and the FDA-approved vaccine in the state of South Carolina. Go like their Facebook page and find out more!</p> <p><a href="https://www.facebook.com/NCCC.SC/timeline">https://www.facebook.com/NCCC.SC/timeline</a></p> <p>7:00 PM Post</p> <p>Tell Them is an organization based in Columbia, SC with the purpose of developing and nurturing an online network of reproductive health advocates, and providing up-to-date information and resources. Tell Them advocates support age-appropriate, medically accurate health education, and increased access to high-quality reproductive health counseling and services. This organization strongly supports the Cervical Cancer Prevention Act, which would raise awareness of the HPV vaccine, help</p>	<p>7:00 AM</p> <p>The Best Chance Network offers #CervicalCancer screening for medically underserved women in SC. Find out more: <a href="http://buff.ly/1ObBrsm">http://buff.ly/1ObBrsm</a></p> <p>Full URL: <a href="http://www.cancer.org/myacs/southatlantic/programsandservices/best-chance-network-provides-cancer-screening-for-south-carolina-women">http://www.cancer.org/myacs/southatlantic/programsandservices/best-chance-network-provides-cancer-screening-for-south-carolina-women</a></p> <p>10:00 AM</p> <p>The SC Chapter of the National Cervical Cancer Coalition wants you to know more about #CervicalCancer &amp; #HPV. Check them out on Facebook! <a href="http://buff.ly/1WVHwAJ">http://buff.ly/1WVHwAJ</a></p> <p>Full URL: <a href="https://www.facebook.com/NCCC.SC/timeline">https://www.facebook.com/NCCC.SC/timeline</a></p> <p>1:00 PM</p> <p>@TellThemSC is working to improve reproductive health policy in SC. Give them a Twitter follow. Find out what they're doing: <a href="http://buff.ly/1STCdVL">http://buff.ly/1STCdVL</a></p> <p>Full URL: <a href="http://www.tellthemsc.org">http://www.tellthemsc.org</a></p> <p>4:00 PM</p> <p>Uninsured? Aged 47-64? The Best Chance Network could give you or someone you know free</p>

	<p>parents make informed decisions, and increase accessibility to the vaccination. <a href="http://www.tellthemsc.org">http://www.tellthemsc.org</a></p>	<p>#CervicalCancer screening. Guidelines here: <a href="http://buff.ly/1STCwXF">http://buff.ly/1STCwXF</a></p> <p>Full URL: <a href="http://www.scdhec.gov/Health/DiseasesandConditions/Cancer/FreeCancerScreenings/">http://www.scdhec.gov/Health/DiseasesandConditions/Cancer/FreeCancerScreenings/</a></p> <p>7:00 PM Our Co-Chair @BlondeScientist is a dedicated advocate working with @TellThemSC! <a href="http://buff.ly/1ObDtbR">http://buff.ly/1ObDtbR</a></p> <p>Full URL: <a href="http://www.tellthemsc.org/i_am_advocacy_heather_brandt">http://www.tellthemsc.org/i_am_advocacy_heather_brandt</a></p>
27	<p>8:00 AM Post This year, Cervical Cancer-Free South Carolina held its second summit – “Improved Health through Education and Innovation.” The summit focused on providing background information about cervical cancer and HPV, programmatic updates, and featured research in South Carolina. The summit welcomed anyone interested in eliminating cervical cancer. Stay in touch with us and look for announcements about next year’s summit!</p> <p>12:00 PM Post The Medical University of South Carolina’s Hollings Cancer Center offers patients access to the most advanced gynecologic cancer research and clinical trials. With South Carolina ranked 9<sup>th</sup> in the nation in cervical cancer deaths, the center’s advanced diagnostics and treatments are a source of hope to thousands of women each year. Learn more about the Gynecologic Cancer Program at Hollings and the medical team who works tirelessly to prevent and treat cervical cancer: <a href="http://www.muschealth.com/cancer/cancer_treatment_services/gynecologiccancer/">http://www.muschealth.com/cancer/cancer_treatment_services/gynecologiccancer/</a></p>	<p>7:00 AM Didn’t make it to CCFSC’s 2<sup>nd</sup> summit this year? Stay tuned for info about next year’s summit! An opportunity to learn more about HPV &amp; cervical cancer in SC.</p> <p>10:00 AM SC is ranked 9<sup>th</sup> in U.S. in #CervicalCancer deaths, but @muschollings is a source of hope to women each year.</p> <p>Full URL: <a href="http://www.muschealth.com/cancer/cancer_treatment_services/gynecologiccancer/">http://www.muschealth.com/cancer/cancer_treatment_services/gynecologiccancer/</a></p> <p>1:00 PM @JYoungPierce &amp; @tamikafelder share #CervicalCancer advice and stories in this article: <a href="http://buff.ly/1j3tkTo">http://buff.ly/1j3tkTo</a></p>

	<p>7:00 PM Post</p> <p>Take a minute to read this article featuring Dr. Jennifer Young-Pierce and cervical cancer survivor, Tamika Felder, who is a Summerville native. Dr. Pierce wants people to know that the HPV vaccine is SAFE and effective. Tamika opens up about her own experience with cervical cancer. A perfect example of how, together, we can all raise awareness about cervical cancer and encourage one another to prevent the disease!</p> <p><a href="http://academicdepartments.musc.edu/pr/newscenter/2015/HPV.html#.Vkn2MMZ160s">http://academicdepartments.musc.edu/pr/newscenter/2015/HPV.html#.Vkn2MMZ160s</a></p>	<p>Full URL: <a href="http://academicdepartments.musc.edu/pr/newscenter/2015/HPV.html#.Vkn2MMZ160s">http://academicdepartments.musc.edu/pr/newscenter/2015/HPV.html#.Vkn2MMZ160s</a></p> <p>4:00 PM</p> <p>“Any woman who’s sexually active is at risk for HPV. It can happen to doctors, scientists, mothers, aunts, anybody.” -@JYoungPierce</p> <p>7:00 PM</p> <p>There is only one National Cancer Institute-designated cancer center in SC &amp; it’s @muschollings. They encourage others to get #HPV vaccine.</p>
28	<p>8:00 AM Post</p> <p>Cervivor is a project of Tamika &amp; Friends, an organization working to prevent cervical cancer through patient education and survivor empowerment. Tamika &amp; Friends provides support to women going through a cervical cancer diagnosis and strives to create a global network of cervical cancer survivors. What’s even better? The founder is Tamika Felder, a native South Carolinian, who is a cervical cancer survivor herself. Tamika knows firsthand the issues women diagnosed with HPV and cervical cancer experience. To find out more about Tamika and her organization, click here: <a href="http://cervivor.org/who-we-are/">http://cervivor.org/who-we-are/</a></p> <p>12:00 PM Post</p> <p>The South Carolina Cancer Alliance (SCCA) is a statewide non-profit organization dedicated to reducing the impact of cancer on ALL people in South Carolina. The SCCA serves as the home organization for Cervical Cancer-Free South Carolina (CCFSC). The Cervical Cancer Subcommittee of the Breast and Female Cancer Workgroup within the SCCA provides support for CCFSC activities with a focus on addressing cervical cancer objectives in the South Carolina Cancer Control Plan 2011-2015. You can</p>	<p>7:00 AM</p> <p>Cervivor works to prevent #CervicalCancer through patient edu &amp; survivor empowerment. Founded by SC native @tamikafelder! @iamcervivor</p> <p>10:00 AM</p> <p>@SCCancerAllianc is a non-profit dedicated to reducing impact of cancer in SC. They, too, want to eliminate #CervicalCancer in SC!</p> <p>1:00 PM</p> <p>In SC, 190 women diagnosed &amp; 70 die from cervical cancer each year. The SC Cancer Control Plan made strategies to stop this!</p> <p>4:00 PM</p> <p>Experts at @muschollings estimate only ½ of teen girls &amp; 20% of boys ages 13-17 receive all 3 doses of HPV vaccine in SC.</p>

	<p>volunteer to help!  <a href="http://www.sccanceralliance.org/cervical_cancer_subcommittee_of_the_breast_and_female_cancer">http://www.sccanceralliance.org/cervical_cancer_subcommittee_of_the_breast_and_female_cancer</a></p> <p>7:00 PM Post  In South Carolina, approximately 190 women are diagnosed with cervical cancer and 70 die from the disease each year. However, the South Carolina Cancer Control Plan 2011-2015 developed strategies to help eliminate cervical cancer: 1) make routine screening available for all, 2) promote adherence to follow-up care, and 3) promote use of HPV vaccines among those eligible.  <a href="ftp://ftp.cdc.gov/pub/Publications/Cancer/ccs/south_carolina_ccc_plan_2011_2015.pdf">ftp://ftp.cdc.gov/pub/Publications/Cancer/ccs/south_carolina_ccc_plan_2011_2015.pdf</a></p>	<p>7:00 PM  "We're excited that our efforts to educate on the need to protect children with HPV vaccine is making a difference in SC." -@JYoungPierce</p>
29	<p>8:00 AM Post  The South Carolina Coalition for Healthy Families is a network of organizations and individual experts that advocate, educate, and collaborate in support of comprehensive sexual and reproductive health policies in South Carolina. They support the HPV vaccine and encourage you to get your adolescents and children vaccinated today!  <a href="http://www.schealthyfamilies.org">http://www.schealthyfamilies.org</a></p> <p>12:00 PM Post  Dr. Vicki Bernard is an epidemiologist and team lead in the Division of Cancer Prevention and Control's Epidemiology and Applied Research Branch at CDC. Dr. Bernard earned her doctorate from the Medical University of South Carolina. Her research focuses on cervical cancer and HPV, and she has worked with the National Breast and Cervical Cancer Early Detection Program. Way to go, Dr. Bernard! We are honored to have had you present at CCFSC's second summit this year.</p>	<p>7:00 AM  @SCHealthyFamily supports sexual &amp; reproductive health policies in SC! They support #HPVvax, do you?  <a href="http://buff.ly/1HPCj6A">http://buff.ly/1HPCj6A</a></p> <p>Full URL:  <a href="http://www.schealthyfamilies.org">http://www.schealthyfamilies.org</a></p> <p>10:00 AM  Dr. Vicki Bernard from CDC researches #CervicalCancer &amp; #HPV. We were lucky to have her at our 2<sup>nd</sup> summit this year!</p> <p>Full URL:  <a href="http://www.cdc.gov/cancer/dcpc/about/leadership/benard.htm">http://www.cdc.gov/cancer/dcpc/about/leadership/benard.htm</a></p> <p>1:00 PM</p>

	<p><a href="http://www.cdc.gov/cancer/dcpc/about/leadership/benard.htm">http://www.cdc.gov/cancer/dcpc/about/leadership/benard.htm</a></p> <p>7:00 PM Post</p> <p>The South Carolina Cervical Cancer Awareness Initiative is another awesome organization that promotes statewide education and public awareness regarding cervical cancer screening and the HPV vaccine. Add them on Facebook &amp; follow them on Twitter to keep up with their efforts!</p> <p><a href="https://www.facebook.com/SCHPVVax/timeline">https://www.facebook.com/SCHPVVax/timeline</a></p>	<p>@SCHPVVax is another great organization that promotes #CervicalCancer screening &amp; #HPVvax in SC!</p> <p>4:00 PM</p> <p>Are you or someone you know eligible for the Breast &amp; Cervical Cancer Program? Find out here: <a href="http://buff.ly/1QH82J0">http://buff.ly/1QH82J0</a></p> <p>Full URL: <a href="https://www.scdhhs.gov/eligibility-groups/breast-cervical-cancer-program">https://www.scdhhs.gov/eligibility-groups/breast-cervical-cancer-program</a></p> <p>7:00 PM</p> <p>It's believed that CCFSC has succeeded in increasing #HPVvax rates in SC, but our work is not done! #ccfsc #preventcancer</p>
30	<p>8:00 AM Post</p> <p>The South Carolina Department of Health and Environmental Control (DHEC) urges parents to get their children vaccinated against HPV: "The HPV vaccine helps protect girls and boys from certain types of cancer caused by HPV infection, including cervical, anal, and penile cancers. Ideally, HPV vaccines are given to children when they are 11 or 12 years old."</p> <p><a href="http://www.scdhec.gov/Health/Vaccinations/TeenandPreteenVaccines/">http://www.scdhec.gov/Health/Vaccinations/TeenandPreteenVaccines/</a></p> <p>12:00 PM Post</p> <p>The Cancer Prevention and Control Program (CPCP) conducts the majority of cancer research for the University of South Carolina. With a strong focus on eliminating cancer health disparities in South Carolina, the CPCP works with African-American churches throughout the state to raise awareness and promote participation in cancer prevention activities. The incidence</p>	<p>7:00 AM</p> <p>@scdhec says that #HPVvax protects girls AND boys from cancer caused by HPV infection!</p> <p><a href="http://buff.ly/1RZO9LR">http://buff.ly/1RZO9LR</a></p> <p>Full URL: <a href="http://www.scdhec.gov/Health/Vaccinations/TeenandPreteenVaccines/">http://www.scdhec.gov/Health/Vaccinations/TeenandPreteenVaccines/</a></p> <p>10:00 AM</p> <p>The Cancer Prevention and Control Program at USC strives to reduce the burden of #CervicalCancer in SC! @CPCPUSC <a href="http://buff.ly/1QHTMQe">http://buff.ly/1QHTMQe</a></p> <p>Full URL: <a href="http://www.sc.edu/study/colleges_schools/public_health/centers_institutes/cpcp/index.php">http://www.sc.edu/study/colleges_schools/public_health/centers_institutes/cpcp/index.php</a></p>

	<p>and mortality of cervical cancer among African Americans is higher in South Carolina, so the CPCP's promotion of HPV vaccination and Pap tests is very important.  <a href="http://www.sc.edu/study/colleges_schools/public_health/centers_institutes/cpcp/index.php">http://www.sc.edu/study/colleges_schools/public_health/centers_institutes/cpcp/index.php</a></p> <p>7:00 PM Post  Thank you to all of the individuals and organizations in South Carolina who are working hard to increase HPV vaccination and cervical cancer screening rates. Your work is crucial to the lives of those all around our state. Let's continue to spread the word about how to prevent cervical cancer amongst our women! No woman should die of this disease.</p>	<p>1:00 PM  @scdhec says #HPVvax should be given to children at 11 or 12 years old. Talk to their doctor about getting the series now!</p> <p>4:00 PM  #HPVvax rates increased from 2012-2013 in only 5 states – SC was among them. Our work is not done! Get vaccinated. Prevent #CervicalCancer.</p> <p>7:00 PM  Thank you to everyone in SC working hard to increase #HPVvax &amp; #CervicalCancer screening rates! Let's continue to spread the word. #ccfsc</p>
<b>Cervical Health Awareness Month</b>		
31	<p>8:00 AM Post  For the last day of Cervical Health Awareness Month, check out the Group Health Research Institute. They are finding fun and effective ways to spread the word about the HPV vaccine and preventing cervical cancer.  <a href="https://www.grouphealthresearch.org/news-and-events/blog/2015/nov-2015/human-papillomavirus-hpv-shot-we-can-all-sing-about/?utm_content=buffere2e51&amp;utm_medium=social&amp;utm_source=twitter.com&amp;utm_campaign=buffer">https://www.grouphealthresearch.org/news-and-events/blog/2015/nov-2015/human-papillomavirus-hpv-shot-we-can-all-sing-about/?utm_content=buffere2e51&amp;utm_medium=social&amp;utm_source=twitter.com&amp;utm_campaign=buffer</a></p> <p>12:00 PM Post  Do you want to keep up with cervical cancer in the news, or find out what's new in cervical cancer research? The American Cancer Society has a collection of the latest developments in cervical cancer on their website. We encourage you to take a look so you can stay up to date with your cervical cancer prevention!</p>	<p>7:00 AM  The Group Health Research Institute is finding fun and effective ways to spread the word about #HPVvax: <a href="http://buff.ly/1kygPAW">http://buff.ly/1kygPAW</a></p> <p>Full URL:  <a href="https://www.grouphealthresearch.org/news-and-events/blog/2015/nov-2015/human-papillomavirus-hpv-shot-we-can-all-sing-about/?utm_content=buffere2e51&amp;utm_medium=social&amp;utm_source=twitter.com&amp;utm_campaign=buffer">https://www.grouphealthresearch.org/news-and-events/blog/2015/nov-2015/human-papillomavirus-hpv-shot-we-can-all-sing-about/?utm_content=buffere2e51&amp;utm_medium=social&amp;utm_source=twitter.com&amp;utm_campaign=buffer</a></p> <p>10:00 AM  Enjoy this music video about the cancer prevention benefits of the #HPV vaccine! <a href="http://buff.ly/1kEusib">http://buff.ly/1kEusib</a>  #ccfsc #preventcancer</p> <p>Full URL:</p>



	<p><a href="http://www.cancer.org/cancer/news/specialcoverage/cervical-health-awareness-month">http://www.cancer.org/cancer/news/specialcoverage/cervical-health-awareness-month</a></p> <p>7:00 PM Post</p> <p>Cervical Health Awareness Month may be over today, but the fight against cervical cancer does not stop here. No woman should die of cervical cancer – there are many things you can do to prevent! Continue to get your Pap tests as recommended. Ask your physicians about the HPV vaccine. Follow us throughout the year for updates on cervical cancer-related information!</p>	<p><a href="https://vimeo.com/144514481?utm_content=buffer081a9&amp;utm_medium=social&amp;utm_source=twitter.com&amp;utm_campaign=buffer">https://vimeo.com/144514481?utm_content=buffer081a9&amp;utm_medium=social&amp;utm_source=twitter.com&amp;utm_campaign=buffer</a></p> <p>1:00 PM</p> <p>Want to keep up w/ #CervicalCancer in the news &amp; research? Take a look at the American Cancer Society's site! @AmericanCancer  <a href="http://buff.ly/1OQh2fw">http://buff.ly/1OQh2fw</a></p> <p>Full URL:  <a href="http://www.cancer.org/cancer/news/specialcoverage/cervical-health-awareness-month">http://www.cancer.org/cancer/news/specialcoverage/cervical-health-awareness-month</a></p> <p>4:00 PM</p> <p>Continue to tweet @BlondeScientist &amp; @JYoungPierce w/ your #CervicalCancer questions. They want to help you prevent this disease! #ccfsc</p> <p>7:00 PM</p> <p>The fight against #CervicalCancer does not stop today. Get screened &amp; vaccinated. Follow us throughout the year for info! #ccfsc</p>
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**Figure A2: Social Media Plan for Partner Organization Use**



For each week in January, one daily tweet and one daily Facebook post are provided. Remember to follow and like Cervical Cancer-Free South Carolina social media and share and retweet too! Raising awareness is an important component of getting South Carolina to cervical cancer-free. Thank you for your participation!

January	Facebook	Twitter
<b>Cervical Health Awareness Month</b>		
Week of January 1-2	<u>January 1</u> Happy New Year! January is Cervical Health Awareness Month! Cervical Health Awareness Month is a chance to raise awareness about how women can protect themselves from HPV (human papillomavirus) and cervical cancer. HPV is the most common sexually transmitted disease. It's also a major cause of cervical cancer. Spread information, not HPV. <a href="http://healthfinder.gov/nho/januarytoolkit.aspx">http://healthfinder.gov/nho/januarytoolkit.aspx</a>	<u>January 1</u> Happy New Year! January is Cervical Health Awareness Month! Spread information, not HPV. <a href="http://buff.ly/1KS4wpi">http://buff.ly/1KS4wpi</a>  Full URL: <a href="http://healthfinder.gov/nho/januarytoolkit.aspx">http://healthfinder.gov/nho/januarytoolkit.aspx</a>
	<u>January 2</u> January is Cervical Health Awareness Month. Start off the New Year by scheduling yourself to get screened for cervical cancer. <a href="http://www.acog.org/~media/districts/district%20ii/pdfs/uspstf_cervical_ca_screening_guidelines.pdf">http://www.acog.org/~media/districts/district%20ii/pdfs/uspstf_cervical_ca_screening_guidelines.pdf</a>	<u>January 2</u> January is Cervical Health Awareness Month. Start off the New Year by getting screened for #cervicalcancer. <a href="http://buff.ly/1M27Hut">http://buff.ly/1M27Hut</a>  Full URL: <a href="http://www.acog.org/~media/districts/district%20ii/pdfs/uspstf_cervical_ca_screening_guidelines.pdf">http://www.acog.org/~media/districts/district%20ii/pdfs/uspstf_cervical_ca_screening_guidelines.pdf</a>

Pap Tests/Cervical Cancer Screening		
Week of January 3-9	<p><u>January 3</u> "For over 50 years, routine use of the Pap test to screen for cervical cancer has reduced deaths from the disease by more than 70%. It is hoped with wide-spread vaccination and improved screening strategies, fewer and fewer women will be affected by cervical cancer and pre-cancers in the future." <a href="http://www.foundationforwomenscancer.org/types-of-gynecologic-cancers/cervical/">http://www.foundationforwomenscancer.org/types-of-gynecologic-cancers/cervical/</a></p>	<p><u>January 3</u> Routine use of Pap test to screen for cervical cancer has reduced deaths from the disease by more than 70%. <a href="http://buff.ly/1k4Gpg8">http://buff.ly/1k4Gpg8</a></p> <p>Full URL: <a href="http://www.foundationforwomenscancer.org/types-of-gynecologic-cancers/cervical/">http://www.foundationforwomenscancer.org/types-of-gynecologic-cancers/cervical/</a></p>
	<p><u>January 4</u> With the right test at the right time, you can prevent cervical cancer. Take a look at this infographic by the CDC to answer your questions about cervical cancer screening and more. <a href="http://www.cdc.gov/cancer/cervical/basic_info/infographic.htm">http://www.cdc.gov/cancer/cervical/basic_info/infographic.htm</a></p>	<p><u>January 4</u> CDC's #CervicalCancer brochure explains when to get tested &amp; how to make sense of your test results <a href="http://buff.ly/1LEspQE">http://buff.ly/1LEspQE</a></p> <p>Full URL: <a href="http://www.cdc.gov/cancer/hpv/basic_info/screening/?utm_content=buffer2ff63&amp;utm_medium=social&amp;utm_source=twitter.com&amp;utm_campaign=buffer">http://www.cdc.gov/cancer/hpv/basic_info/screening/?utm_content=buffer2ff63&amp;utm_medium=social&amp;utm_source=twitter.com&amp;utm_campaign=buffer</a></p>
	<p><u>January 5</u> "Get your Pap smear regularly. It really can save your life." –Geraldine P., Cervical Cancer Survivor <a href="http://www.cdc.gov/cancer/knowledge/survivor_stories/geraldine.htm?utm_content=buffer1350d&amp;utm_medium=social&amp;utm_source=facebook.com&amp;utm_campaign=buffer">http://www.cdc.gov/cancer/knowledge/survivor_stories/geraldine.htm?utm_content=buffer1350d&amp;utm_medium=social&amp;utm_source=facebook.com&amp;utm_campaign=buffer</a></p>	<p><u>January 5</u> #CervicalCancer survivor Geraldine: "Get your Pap smear regularly. It can save your life" <a href="http://buff.ly/1k4MBVt">http://buff.ly/1k4MBVt</a></p> <p>Full URL: <a href="http://www.cdc.gov/cancer/knowledge/survivor_stories/geraldine.htm?utm_content=buffer1350d&amp;utm_medium=social&amp;utm_source=facebook.com&amp;utm_campaign=buffer">http://www.cdc.gov/cancer/knowledge/survivor_stories/geraldine.htm?utm_content=buffer1350d&amp;utm_medium=social&amp;utm_source=facebook.com&amp;utm_campaign=buffer</a></p>
	<p><u>January 6</u> "I was diagnosed with cervical cancer in 1964 – when I was 32. I did not have any symptoms. I went in for my annual gynecological exam and got a Pap test. My results came back as irregular so the doctor recommended more testing. The results showed that I had cervical cancer." –Jennie C., Cervical Cancer Survivor <a href="http://www.cdc.gov/cancer/knowledge/survivor_stories/jennie.htm">http://www.cdc.gov/cancer/knowledge/survivor_stories/jennie.htm</a></p>	<p><u>January 6</u> Jennie C.'s Pap test helped catch her #CervicalCancer early. <a href="http://buff.ly/1ORvJ1z">http://buff.ly/1ORvJ1z</a></p> <p>Full URL: <a href="http://www.cdc.gov/cancer/knowledge/survivor_stories/jennie.htm">http://www.cdc.gov/cancer/knowledge/survivor_stories/jennie.htm</a></p>

	<p><u>January 7</u>          “I had a family history of cervical and uterine cancers but I didn’t get checked until I had symptoms. So if you have a family history, tell your doctor and ask if you should have special tests to find anything early.” – Eileen A., Cervical and Uterine Cancer Survivor  <a href="http://www.cdc.gov/cancer/knowledge/survivor_stories/eileen.htm">http://www.cdc.gov/cancer/knowledge/survivor_stories/eileen.htm</a></p> <p><i>*Don’t forget to post and tweet on January 7-8, 2016 during the Second Summit of Cervical Cancer-Free South Carolina! Use #CCFSC2016.</i></p> <p><u>January 8</u>          “I’m living proof that screening can find cervical cancer at an early stage, when treatment works best.” –Tamika F., Cervical Cancer Survivor  <a href="http://www.cdc.gov/cancer/knowledge/survivor_stories/tamika.htm">http://www.cdc.gov/cancer/knowledge/survivor_stories/tamika.htm</a></p> <p><u>January 9</u>          The Best Chance Network (BCN) program provides free breast and cervical cancer screening for South Carolina women who meet program eligibility requirements. Do you qualify for free cancer screenings? Find out here:  <a href="https://www.scdhec.gov/Health/DiseasesandConditions/Cancer/FreeCancerScreenings/mindex.htm">https://www.scdhec.gov/Health/DiseasesandConditions/Cancer/FreeCancerScreenings/mindex.htm</a></p>	<p><u>January 7</u>          Cervical cancer survivor Eileen urges women to get screened for early detection! <a href="http://buff.ly/1ORzIR6">http://buff.ly/1ORzIR6</a></p> <p>Full URL:  <a href="http://www.cdc.gov/cancer/knowledge/survivor_stories/eileen.htm">http://www.cdc.gov/cancer/knowledge/survivor_stories/eileen.htm</a></p> <p><u>January 8</u>          Tamika F. found cervical cancer at an early stage by getting screened! <a href="http://buff.ly/1kHS852">http://buff.ly/1kHS852</a></p> <p>Full URL:  <a href="http://www.cdc.gov/cancer/knowledge/survivor_stories/tamika.htm">http://www.cdc.gov/cancer/knowledge/survivor_stories/tamika.htm</a></p> <p><u>January 9</u>          Do you qualify for free cancer screenings through SC’s Best Chance Network? Find out:  <a href="http://buff.ly/1ORlhWS">http://buff.ly/1ORlhWS</a></p> <p>Full URL:  <a href="https://www.scdhec.gov/Health/DiseasesandConditions/Cancer/FreeCancerScreenings/mindex.htm">https://www.scdhec.gov/Health/DiseasesandConditions/Cancer/FreeCancerScreenings/mindex.htm</a></p>
HPV Vaccine		
Week of January 10-16	<p><u>January 10</u>          The human papillomavirus (HPV) vaccine protects against HPV infection, which is a common virus that can cause cervical cancer in women. The HPV vaccine can be cancer prevention! Take the time this January to learn more and get your children protected against HPV.  <a href="http://www.cdc.gov/vaccines/who/teens/vaccines/hpv.html?s_CID=tw_STD0151973&amp;utm_content=buffer4ec24&amp;utm_medium=social&amp;utm_source=twitter.com&amp;utm_campaign=buffer#when">http://www.cdc.gov/vaccines/who/teens/vaccines/hpv.html?s_CID=tw_STD0151973&amp;utm_content=buffer4ec24&amp;utm_medium=social&amp;utm_source=twitter.com&amp;utm_campaign=buffer#when</a></p>	<p><u>January 10</u>          #HPV vax can be #cancer prevention! Parents, #vaccinate your children @ ages 11-12  <a href="http://buff.ly/1Mnb2V4">http://buff.ly/1Mnb2V4</a></p> <p>Full URL:  <a href="http://www.cdc.gov/vaccines/who/teens/vaccines/hpv.html?s_CID=tw_STD0151973&amp;utm_content=buffer4ec24&amp;utm_medium=social&amp;utm_source=twitter.com&amp;utm_campaign=buffer#when">http://www.cdc.gov/vaccines/who/teens/vaccines/hpv.html?s_CID=tw_STD0151973&amp;utm_content=buffer4ec24&amp;utm_medium=social&amp;utm_source=twitter.com&amp;utm_campaign=buffer#when</a></p>

<p><u>January 11</u> If there were a vaccine against cancer wouldn't you get it for your kids? Good news – there is and you can! Check out the CDC's website for more information about human papillomavirus (HPV) and how to get vaccinated. <a href="http://www.cdc.gov/vaccines/who/teens/vaccines/hpv.html?s_CID=tw_STD0152089&amp;utm_content=bufferfdc40&amp;utm_medium=social&amp;utm_source=twitter.com&amp;utm_campaign=buffer#why">http://www.cdc.gov/vaccines/who/teens/vaccines/hpv.html?s_CID=tw_STD0152089&amp;utm_content=bufferfdc40&amp;utm_medium=social&amp;utm_source=twitter.com&amp;utm_campaign=buffer#why</a></p> <p><u>January 12</u> Did you know? The HPV vaccine is for girls AND boys, ages 9-26. Be sure to have all of your children vaccinated starting at ages 11-12. <a href="http://www.cdc.gov/vaccines/who/teens/vaccines/hpv.html?utm_content=buffer1de3c&amp;utm_medium=social&amp;utm_source=twitter.com&amp;utm_campaign=buffer#hpvcancer">http://www.cdc.gov/vaccines/who/teens/vaccines/hpv.html?utm_content=buffer1de3c&amp;utm_medium=social&amp;utm_source=twitter.com&amp;utm_campaign=buffer#hpvcancer</a></p> <p><u>January 13</u> Compared to the United States rates, South Carolina has higher rates of HPV vaccinations. This January, spread the word about HPV vaccination and its health benefits! <a href="http://statecancerprofiles.cancer.gov/quick-profiles/index.php?statername=southcarolina&amp;utm_content=bufferd28e5&amp;utm_medium=social&amp;utm_source=twitter.com&amp;utm_campaign=buffer#t=1">http://statecancerprofiles.cancer.gov/quick-profiles/index.php?statername=southcarolina&amp;utm_content=bufferd28e5&amp;utm_medium=social&amp;utm_source=twitter.com&amp;utm_campaign=buffer#t=1</a></p> <p><u>January 14</u> The HPV vaccination could reduce global deaths from cervical cancer by as much as two-thirds. <a href="http://www.cancer.gov/about-cancer/causes-prevention/risk/infectious-agents/hpv-vaccine-fact-sheet?utm_content=sf41391679&amp;utm_medium=spredfast&amp;utm_source=twitter&amp;utm_campaign=National+Cancer+Institute&amp;cid=tw_NCIMain_nci_Prevention/Risk.HPV_sf41391679#q8">http://www.cancer.gov/about-cancer/causes-prevention/risk/infectious-agents/hpv-vaccine-fact-sheet?utm_content=sf41391679&amp;utm_medium=spredfast&amp;utm_source=twitter&amp;utm_campaign=National+Cancer+Institute&amp;cid=tw_NCIMain_nci_Prevention/Risk.HPV_sf41391679#q8</a></p>	<p><u>January 11</u> If there were a vaccine against #cancer wouldn't you get it for your kids? There is, you can! <a href="http://buff.ly/1RmdvTo">http://buff.ly/1RmdvTo</a></p> <p>Full URL: <a href="http://www.cdc.gov/vaccines/who/teens/vaccines/hpv.html?s_CID=tw_STD0152089&amp;utm_content=bufferfdc40&amp;utm_medium=social&amp;utm_source=twitter.com&amp;utm_campaign=buffer#why">http://www.cdc.gov/vaccines/who/teens/vaccines/hpv.html?s_CID=tw_STD0152089&amp;utm_content=bufferfdc40&amp;utm_medium=social&amp;utm_source=twitter.com&amp;utm_campaign=buffer#why</a></p> <p><u>January 12</u> HPV vaccines are for girls AND boys, age 9-26! <a href="http://buff.ly/1Mi8Q0F">http://buff.ly/1Mi8Q0F</a></p> <p>Full URL: <a href="http://www.cdc.gov/vaccines/who/teens/vaccines/hpv.html?utm_content=buffer1de3c&amp;utm_medium=social&amp;utm_source=twitter.com&amp;utm_campaign=buffer#hpvcancer">http://www.cdc.gov/vaccines/who/teens/vaccines/hpv.html?utm_content=buffer1de3c&amp;utm_medium=social&amp;utm_source=twitter.com&amp;utm_campaign=buffer#hpvcancer</a></p> <p><u>January 13</u> #StateCancerStats Compared to US rates, #SouthCarolina has higher rates of HPV vaccinations <a href="http://buff.ly/1Mi9Odx">http://buff.ly/1Mi9Odx</a></p> <p>Full URL: <a href="http://statecancerprofiles.cancer.gov/quick-profiles/index.php?statername=southcarolina&amp;utm_content=bufferd28e5&amp;utm_medium=social&amp;utm_source=twitter.com&amp;utm_campaign=buffer#t=1">http://statecancerprofiles.cancer.gov/quick-profiles/index.php?statername=southcarolina&amp;utm_content=bufferd28e5&amp;utm_medium=social&amp;utm_source=twitter.com&amp;utm_campaign=buffer#t=1</a></p> <p><u>January 14</u> HPV vaccination could reduce global deaths from cervical cancer by as much as two-thirds: <a href="http://buff.ly/1PQyFH">http://buff.ly/1PQyFH</a></p> <p>Full URL:</p>
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	<p><u>January 15</u> HPV is the most common sexually transmitted infection (STI) in the United States, but most people don't know they have it, or can spread the virus to a partner. Get the HPV vaccine to prevent infection. <a href="http://www.iwannaknow.org/teens/sti/hpv.html?utm_content=buffer20d2b&amp;utm_medium=social&amp;utm_source=twitter.com&amp;utm_campaign=buffer">http://www.iwannaknow.org/teens/sti/hpv.html?utm_content=buffer20d2b&amp;utm_medium=social&amp;utm_source=twitter.com&amp;utm_campaign=buffer</a></p> <p><u>January 16</u> HPV vaccine prevents infection with the most harmful kinds of HPV. The HPV vaccine is safe, effective, and can protect people from most of the cancers caused by HPV. <a href="http://www.cdc.gov/vaccines/vpd-vac/hpv/vac-faqs.htm">http://www.cdc.gov/vaccines/vpd-vac/hpv/vac-faqs.htm</a></p>	<p><a href="http://www.cancer.gov/about-cancer/causes-prevention/risk/infectious-agents/hpv-vaccine-fact-sheet?utm_content=sf41391679&amp;utm_medium=spredfast&amp;utm_source=twitter&amp;utm_campaign=National+Cancer+Institute&amp;cid=tw_NCIMain_nci_Prevention/Risk.HPV_sf41391679#q8">http://www.cancer.gov/about-cancer/causes-prevention/risk/infectious-agents/hpv-vaccine-fact-sheet?utm_content=sf41391679&amp;utm_medium=spredfast&amp;utm_source=twitter&amp;utm_campaign=National+Cancer+Institute&amp;cid=tw_NCIMain_nci_Prevention/Risk.HPV_sf41391679#q8</a></p> <p><u>January 15</u> 1 in 2 sexually active youth will get STD by age 25, most won't know it. <a href="http://buff.ly/1gz1cX9">http://buff.ly/1gz1cX9</a></p> <p>Full URL: <a href="http://www.iwannaknow.org/teens/sti/hpv.html?utm_content=buffer20d2b&amp;utm_medium=social&amp;utm_source=twitter.com&amp;utm_campaign=buffer">http://www.iwannaknow.org/teens/sti/hpv.html?utm_content=buffer20d2b&amp;utm_medium=social&amp;utm_source=twitter.com&amp;utm_campaign=buffer</a></p> <p><u>January 16</u> #HPVvax prevents infection w/ the most harmful kinds of HPV. <a href="http://buff.ly/1MTBvtx">http://buff.ly/1MTBvtx</a></p> <p>Full URL: <a href="http://www.cdc.gov/vaccines/vpd-vac/hpv/vac-faqs.htm">http://www.cdc.gov/vaccines/vpd-vac/hpv/vac-faqs.htm</a></p>
<b>Cervical Cancer Facts</b>		
Week of January 17-23	<p><u>January 17</u> What are the risk factors for cervical cancer? There are many: <a href="http://www.cdc.gov/cancer/cervical/basic_info/risk_factors.htm">http://www.cdc.gov/cancer/cervical/basic_info/risk_factors.htm</a></p> <p><u>January 18</u> About 528,000 women are diagnosed with cervical cancer every year, mostly in less developed regions. Worldwide, cervical cancer is the 4<sup>th</sup> most common cause of cancer death in women. <a href="http://www.cdc.gov/cancer/gynecologic/what_cdc_is_doing/cc_worldwide.htm">http://www.cdc.gov/cancer/gynecologic/what_cdc_is_doing/cc_worldwide.htm</a></p> <p><u>January 19</u> Each year, more than 12,000 women in the United States get cervical cancer, but it can be prevented by getting an HPV vaccine, visiting your</p>	<p><u>January 17</u> All women are at risk for #CervicalCancer. Learn more: <a href="http://buff.ly/1Min8iO">http://buff.ly/1Min8iO</a></p> <p>Full URL: <a href="http://www.cdc.gov/cancer/cervical/basic_info/risk_factors.htm">http://www.cdc.gov/cancer/cervical/basic_info/risk_factors.htm</a></p> <p><u>January 18</u> The CDC is fighting #CervicalCancer worldwide! <a href="http://buff.ly/1WhOhMI">http://buff.ly/1WhOhMI</a></p> <p>Full URL: <a href="http://www.cdc.gov/cancer/gynecologic/what_cdc_is_doing/cc_worldwide.htm">http://www.cdc.gov/cancer/gynecologic/what_cdc_is_doing/cc_worldwide.htm</a></p>

<p>doctor for a Pap test when recommended and not smoking. Find out more: <a href="http://www.cdc.gov/cancer/cervical/pdf/cervical_facts.pdf">http://www.cdc.gov/cancer/cervical/pdf/cervical_facts.pdf</a></p> <p><i>*Don't forget to join the Prevent Cancer Foundation Thunderclap on January 19, 2016!</i></p> <p><u>January 20</u> The Inside Knowledge campaign raises awareness of the five main types of gynecologic cancer: cervical, ovarian, uterine, vaginal, and vulvar. Inside Knowledge encourages women to pay attention to their bodies, so they can recognize any warning signs and seek medical care. <a href="http://www.cdc.gov/cancer/knowledge/?utm_content=buffer6356a&amp;utm_medium=social&amp;utm_source=facebook.com&amp;utm_campaign=buffer">http://www.cdc.gov/cancer/knowledge/?utm_content=buffer6356a&amp;utm_medium=social&amp;utm_source=facebook.com&amp;utm_campaign=buffer</a></p> <p><u>January 21</u> What do you need to know about cervical cancer? Check out the National Cancer Institute's booklet about cervical cancer risk factors, symptoms, prevention methods, and treatment. Remember: no woman should die of cervical cancer. We can prevent! <a href="http://www.cancer.gov/publications/patient-education/cervix.pdf">http://www.cancer.gov/publications/patient-education/cervix.pdf</a></p> <p><u>January 22</u> The National HPV Vaccination Roundtable, established by the American Cancer Society and the Centers for Disease Control and Prevention in 2014, is a national coalition dedicated to reducing the incidence of and mortality from HPV-associated cancer in the United States, through coordinated leadership and strategic planning. Check out their website for more facts about cervical cancer and prevention, and how you can get involved: <a href="http://www.cancer.org/healthy/informationforhealthcareprofessionals/nationalhpvvaccinationroundtable/index">http://www.cancer.org/healthy/informationforhealthcareprofessionals/nationalhpvvaccinationroundtable/index</a></p>	<p><u>January 19</u> Did you know smoking can increase your risk of #CervicalCancer? Get the facts from @CDC_gov and call 1-800-QUIT-NOW <a href="http://buff.ly/1Wx8w9g">http://buff.ly/1Wx8w9g</a></p> <p>Full URL: <a href="http://www.cdc.gov/cancer/cervical/pdf/cervical_facts.pdf?utm_content=buffer79eaa&amp;utm_medium=social&amp;utm_source=twitter.com&amp;utm_campaign=buffer">http://www.cdc.gov/cancer/cervical/pdf/cervical_facts.pdf?utm_content=buffer79eaa&amp;utm_medium=social&amp;utm_source=twitter.com&amp;utm_campaign=buffer</a></p> <p><u>January 20</u> The CDC's Inside Knowledge campaign has the facts you need about gynecologic cancer: <a href="http://buff.ly/1kwOr1t">http://buff.ly/1kwOr1t</a></p> <p>Full URL: <a href="http://www.cdc.gov/cancer/knowledge/?utm_content=buffer6356a&amp;utm_medium=social&amp;utm_source=facebook.com&amp;utm_campaign=buffer">http://www.cdc.gov/cancer/knowledge/?utm_content=buffer6356a&amp;utm_medium=social&amp;utm_source=facebook.com&amp;utm_campaign=buffer</a></p> <p><u>January 21</u> Check out the National Cancer Institute's booklet on cervical cancer! #facts <a href="http://buff.ly/1GWaTeY">http://buff.ly/1GWaTeY</a></p> <p>Full URL: <a href="http://www.cancer.gov/publications/patient-education/cervix.pdf">http://www.cancer.gov/publications/patient-education/cervix.pdf</a></p> <p><u>January 22</u> The National #HPV Vaccination Roundtable is dedicated to reducing the incidence &amp; mortality from HPV-associated cancer! <a href="http://buff.ly/1GWeVUP">http://buff.ly/1GWeVUP</a></p> <p>Full URL: <a href="http://www.cancer.org/healthy/informationforhealthcareprofessionals/nationalhpvvaccinationroundtable/index">http://www.cancer.org/healthy/informationforhealthcareprofessionals/nationalhpvvaccinationroundtable/index</a></p>
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	<p><u>January 23</u> Cervical cancer does not discriminate. It touches the lives of women all over the world. Cervical cancer is the FOURTH most common cancer in women, and the SEVENTH overall, with an estimated 528,000 new cases in 2012. Together, we can stop the burden of cervical cancer by raising awareness about screening and HPV vaccination among our family members and friends. No woman should die of this disease!</p>	<p><u>January 23</u> #CervicalCancer is the 4<sup>th</sup> most common cancer in women &amp; the 7<sup>th</sup> overall, w/ an estimated 528,000 new cases in 2012.</p>
<b>Cervical Cancer in South Carolina</b>		
Week of January 24-30	<p><u>January 24</u> Based on 2010 data, South Carolina ranked 14<sup>th</sup> in the United States in cervical cancer incidence and 7<sup>th</sup> in cervical cancer mortality. In 2011, the incidence of cervical cancer in South Carolina was 8.0 cases per 100,000. In 2012, the mortality of cervical cancer in South Carolina was 2.3 deaths per 100,000. Although there have been improvements over time, there is still much to be done!</p> <p><u>January 25</u> Cervical Cancer-Free South Carolina is a member state of the Cervical Cancer-Free Coalition focused on eliminating cervical cancer through screening, follow-up care, vaccination, and education. Cervical Cancer-Free South Carolina consists of individual and organizational partners committed to increasing participation in cervical cancer screening; increasing adherence to follow-up care of abnormal screening results; increasing rates of HPV vaccination; and seeking additional funding to support cervical cancer screening and HPV vaccination in South Carolina.</p> <p><u>January 26</u> Have you heard about the Best Chance Network (BCN)? BCN is the South Carolina Breast and Cervical Cancer Early Detection Program. Their goal is</p>	<p><u>January 24</u> In 2010, SC ranked 14<sup>th</sup> in US cervical cancer incidence &amp; 7<sup>th</sup> in cervical cancer mortality #fact #ccfsc</p> <p><u>January 25</u> CCFSC's focus is to eliminate cervical cancer through screening, follow-up care, vaccination, and education. We want to end #CervicalCancer in SC &amp; beyond!</p> <p><u>January 26</u> The Best Chance Network offers #CervicalCancer screening for medically underserved women in SC. Find out more: <a href="http://buff.ly/1ObBrsm">http://buff.ly/1ObBrsm</a></p> <p>Full URL: <a href="http://www.cancer.org/myacs/southatlantic/programsandservices/best-chance-network-provides-cancer-screening-for-south-carolina-women">http://www.cancer.org/myacs/southatlantic/programsandservices/best-chance-network-provides-cancer-screening-for-south-carolina-women</a></p> <p><u>January 27</u> Didn't make it to CCFSC's 2<sup>nd</sup> summit this year? Stay tuned for info about next year's summit! An</p>



<p>to reduce mortality from breast and cervical cancer among medically underserved women in South Carolina. Do you qualify to receive services through BCN? Find out here:  <a href="http://www.cancer.org/myacs/southatlantic/programsandservices/best-chance-network-provides-cancer-screening-for-south-carolina-women">http://www.cancer.org/myacs/southatlantic/programsandservices/best-chance-network-provides-cancer-screening-for-south-carolina-women</a></p> <p><b><u>January 27</u></b>  This year, Cervical Cancer-Free South Carolina held its second summit – “Improved Health through Education and Innovation.” The summit focused on providing background information about cervical cancer and HPV, programmatic updates, and featured research in South Carolina. The summit welcomed anyone interested in eliminating cervical cancer. Stay in touch with us and look for announcements about next year’s summit!</p> <p><b><u>January 28</u></b>  Cervivor is a project of Tamika &amp; Friends, an organization working to prevent cervical cancer through patient education and survivor empowerment. Tamika &amp; Friends provides support to women going through a cervical cancer diagnosis and strives to create a global network of cervical cancer survivors. What’s even better? The founder is Tamika Felder, a native South Carolinian, who is a cervical cancer survivor herself. Tamika knows firsthand the issues women diagnosed with HPV and cervical cancer experience. To find out more about Tamika and her organization, click here: <a href="http://cervivor.org/who-we-are/">http://cervivor.org/who-we-are/</a></p> <p><b><u>January 29</u></b>  The South Carolina Coalition for Healthy Families is a network of organizations and individual experts that advocate, educate, and collaborate in support of comprehensive sexual and reproductive health policies in South Carolina. They support the HPV vaccine and encourage</p>	<p>opportunity to learn more about HPV &amp; cervical cancer in SC.</p> <p><b><u>January 28</u></b>  Cervivor works to prevent #CervicalCancer through patient edu &amp; survivor empowerment. Founded by SC native @tamikafelder! @iamcervivor</p> <p><b><u>January 29</u></b>  @SCHealthyFamily supports sexual &amp; reproductive health policies in SC! They support #HPVvax, do you? <a href="http://buff.ly/1HPCj6A">http://buff.ly/1HPCj6A</a></p> <p>Full URL:  <a href="http://www.schealthyfamilies.org">http://www.schealthyfamilies.org</a></p> <p><b><u>January 30</u></b>  @scdhec says that #HPVvax protects girls AND boys from cancer caused by HPV infection!  <a href="http://buff.ly/1RZO9LR">http://buff.ly/1RZO9LR</a></p> <p>Full URL:  <a href="http://www.scdhec.gov/Health/Vaccinations/TeenandPreteenVaccines/">http://www.scdhec.gov/Health/Vaccinations/TeenandPreteenVaccines/</a></p>
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	<p>you to get your adolescents and children vaccinated today!  <a href="http://www.schealthyfamilies.org">http://www.schealthyfamilies.org</a></p> <p><b><u>January 30</u></b>  The South Carolina Department of Health and Environmental Control (DHEC) urges parents to get their children vaccinated against HPV:  “The HPV vaccine helps protect girls and boys from certain types of cancer caused by HPV infection, including cervical, anal, and penile cancers. Ideally, HPV vaccines are given to children when they are 11 or 12 years old.”  <a href="http://www.scdhec.gov/Health/Vaccinations/TeenandPreteenVaccines/">http://www.scdhec.gov/Health/Vaccinations/TeenandPreteenVaccines/</a></p>	
<b>Cervical Health Awareness Month</b>		
Week of January 31	<p><b><u>January 31</u></b>  For the last day of Cervical Health Awareness Month, check out the Group Health Research Institute. They are finding fun and effective ways to spread the word about the HPV vaccine and preventing cervical cancer.  <a href="https://www.grouphealthresearch.org/news-and-events/blog/2015/nov-2015/human-papillomavirus-hpv-shot-we-can-all-sing-about/?utm_content=buffere2e51&amp;utm_medium=social&amp;utm_source=twitter.com&amp;utm_campaign=buffer">https://www.grouphealthresearch.org/news-and-events/blog/2015/nov-2015/human-papillomavirus-hpv-shot-we-can-all-sing-about/?utm_content=buffere2e51&amp;utm_medium=social&amp;utm_source=twitter.com&amp;utm_campaign=buffer</a></p>	<p><b><u>January 31</u></b>  The Group Health Research Institute is finding fun and effective ways to spread the word about #HPVvax: <a href="http://buff.ly/1kygPAW">http://buff.ly/1kygPAW</a></p> <p>Full URL:  <a href="https://www.grouphealthresearch.org/news-and-events/blog/2015/nov-2015/human-papillomavirus-hpv-shot-we-can-all-sing-about/?utm_content=buffere2e51&amp;utm_medium=social&amp;utm_source=twitter.com&amp;utm_campaign=buffer">https://www.grouphealthresearch.org/news-and-events/blog/2015/nov-2015/human-papillomavirus-hpv-shot-we-can-all-sing-about/?utm_content=buffere2e51&amp;utm_medium=social&amp;utm_source=twitter.com&amp;utm_campaign=buffer</a></p>

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